

FACE OF THE BRAND

Personal brand & why to utilize it in company branding - visual identity for Casa Borrell.

Personal brand & why to utilize it in company branding.

Visual identity for equestrian clothing brand Casa Borrell.

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ABSTRACT

In my Theseus I study what a modern brand is and how a personal brand can increase the brand value. I go through why to brand and how a personal brand is build as well as demonstrate how I use these tools in the building of the Casa Borrell brand, while keeping the personal brand of the founder connected throughout the process. I research current examples of strong personal brands and what can be learned from them. In my design project I concentrate on defining what the brand Casa Borrell is.

I aim to build a genuine and consistent brand from the already existing elements as well as by emphasizing other elements and aspects I find essential, such as personal branding. I present the strategy I have created based on the information and observations I have obtained during my research, as well as go through the design process in phases showing my steps to the final result. As an end product I introduce a visual identity that seamlessly projects the brand and strategy of Casa Borrell.

Henkilöbrändi & miksi hyödyntää sitä yritysbrändäyksessä.

Visuaalinen identiteetti ratsastusvaatemerkille Casa Borrell.

Opinnäytetyö Sarianna Kymäläinen.

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- Henkilöbrändi
- Visuaalinen identiteetti
- Ratsastusvaatetus
- Graafinen suunnittelu
- Logosuunnittelu
- Typografia

TIIVISTELMÄ

Opinnäytetyössäni pohdin, mikä moderni brändi on, ja kuinka henkilöbrändi voi nostaa brändin arvoa. Käyn läpi, miksi brändääminen kannattaa, miten henkilöbrändi rakennetaan sekä miten olen käyttänyt näitä keinoja rakentaessani Casa Borrellin brändiä pitäen samalla yrittäjän henkilöbrändin liitettynä siihen läpi koko prosessin. Tutkin ajankohtaisia esimerkkejä vahvoista henkilöbrändeistä ja pohdin, mitä heiltä voitaisiin oppia.

Suunnittelutyössäni keskityn määrittelemään, mikä Casa Borrellin brändi on ja pyrin sen pohjalta rakentamaan aidon ja johdonmukaisen brändin jo olemassa olevista elementeistä kuin myös korostamalla muita piirteitä ja osa-alueita, jotka koen keskeisiksi, kuten henkilöbrändäämisen.

Esitän tutkimukseni pohjalta suunnittelemani brändistrategian, ja käyn vaiheittain läpi visuaalisen ilmeen suunnitteluprosessin. Lopputuotteena esittelen Casa Borrellin brändin ja strategian kanssa saumattomasti toimivan visuaalisen identiteetin.

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1.0 Intro duction

1.1 Choice of subject & backgrounds

The subject of my thesis is personal brand and how to utilize it in company branding. As my design task I am designing a visual identity and creating a brand strategy for an equestrian clothing line Casa Borrell. When I was planning on my subject I felt like I wanted to concentrate on graphic design and something brand related rather than working on new packaging solutions.

I started to plan the subject on my internship when my counselor suggested I could do my thesis for the company JBC which I was doing my internship for. In the end it was difficult to find a subject concerning branding, packaging or graphic design in a big clothing company that already had very a strong visual identity and brand through their long history and didn't really use packaging in their stores. That is why I started to look for something else.

My friend Saori Tsuda, whom I had worked with before my design studies, had launched her clothing line Casa Borrell a few years ago. She asked me if I could design a catalogue for her. As we discussed the design task I noticed that she did not really have a strong visual look or brand strategy yet for her company. That is when I realized that this would be a perfect task for my thesis - creating a visual look and

a brand manual for her company! I could combine my love for and knowledge of horses as well as all the fashion knowledge I had acquired during my internship and my design studies.

I suggested this to her on top of the catalogue design and she got very excited. We agreed that I would provide her the brand manual and if there are still sectors that need to be worked on we would discuss the possible collaboration after my thesis is finished. I am very happy with my subject. It is great to be collaborating with a person I already know is good to work with and who is as, if not even more, excited about the process as I am.

I think it is interesting and instructive to get to be part of creating a visual look and brand of a young company instead of just creating a side project for a company that already has a strong brand. This subject really gives me a huge opportunity to make an impact and hopefully help the young brand to stand out amongst the endless amount of competitors.

Whereas the choice of the subject for the design task fell easily on its place, the choice of the subject for the written part was a real brain-teaser. I wanted to assay something more specific than just the visual identity or brand book itself. It took a long time to define the idea but in the end I ended up with personal branding and how

the end I ended up with personal branding and how certain people can be linked as the face of the company by using the personal brand. The topic is in my opinion an interesting and very current issue on the field of marketing and branding. It plays an important role in equestrian brands which often sponsor successful athletes, who can be seen as some kind of faces of the brand.

Even though using an athlete's brand is very common, for some reason bringing up the founder's or designer's personal brand is very rare. I wanted to deliberate whether highlighting the founder's and designer's personal brand would be a smart and powerful move to stand out from the other brands, bring extra value and make it easy to approach. In my written thesis I am discussing shortly what a brand is before I go deeper into what a personal brand is.

I am going to talk about building a personal brand, how it behaves and why in the first place to even brand yourself or your company. Most importantly I am looking into how a personal brand can be combined with the company brand to project a certain person as the face of the whole brand. At the very end of my thesis I am going through the design process of the visual look and brand manual for Casa Borrell as well as presenting the final product.

1.2 Study design & research methods

The research is mainly based on written sources - literature and Internet sources. I have tried to find up to date literature discussing branding, graphic design, luxury products as well as example stories of successful companies with a strong personal brand as the face of the company brand. I am also referring to the knowledge I have received from my lecturers and to the course materials.

I am consulting and interviewing the client to really get hold of the correct mood and feel of the brand, and to understand the goals and priorities of the company to be able to design a functioning visual look.

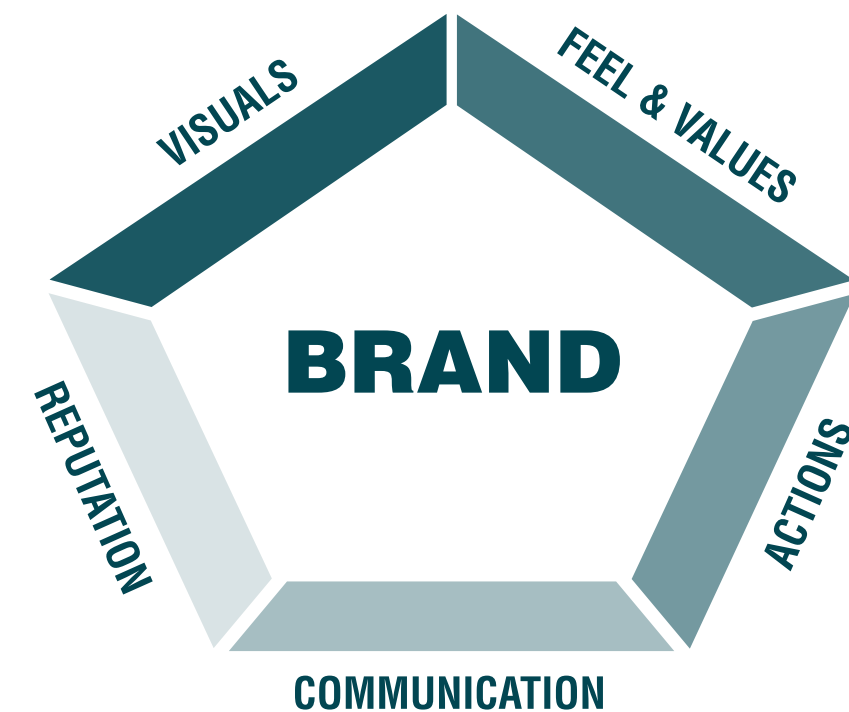


Casa Borrell jacket detail (Casa Borrell 2018.)

2.0 Brand

Traditionally brand is thought as the name, logo, concept, sign, symbol or some other quality that separates the product or service from the other products and services on the market, but it is actually just a fraction of the brand in the modern society we live in. The brand is not anymore only what can be seen, but what the company does, how it communicates, sounds and feels, as well as how consumers talk about it. It is not simply just a logo and a color, it is

the leading mindset of the whole organization, the philosopher behind every decision it makes. They create communities, they change the way of doing things, they create phenomenons. They modify trends and change the way of thinking. While the visual elements are an important part of the brand, what it actually is, is the entirety of all these material and immaterial factors. (Malmelin, Hakala 2008, 17-18, 32.)



2.1 Why to brand?

The stores are filled with products of a variety of quality and prices. They offer a huge amount of options for the consumer to choose from, but the actual stores are not the only sources of products anymore. The Internet has enabled the companies to sell also Online with even broader supply.

Next to these products there are all kind of services, possibility to order from all around the world and a wide range of immaterial products. It is clear that standing out from all these masses has become the biggest challenge of all the products and services out there. (Malmelin, Hakala 2008, 22.) This is why branding has taken a very

important role in the corporations and their marketing. Brand individualizes and distinguishes the product - not only by the looks of it but by the immaterial qualities and the promises it gives.

With branding the corporations have the ability to create relationships with the consumers. Like Chip Hartman (2011) points out in his e-book "Basics of personal branding" brand is a reputation which means everyone will have one even if they are not aware of it. That is why it is important to invest in the branding - if the brand is not controlled consciously the audience will define it and that might not be what was hoped for. Since the age of the products have been getting shorter it has become more and

more important to create a good reputation and relationship amongst the consumers to make sure they will buy the product or service also in the future.

When a product gains loyal customers it leads to financial results - price can be set higher because the customer knows the product is worth it and savings will be made from marketing and distribution costs. A pleased customer talks about good experiences and works as a great advertisement for the product. (Malmelin, Hakala 2008, 27.) The benefits of branding do not only reach the product itself but the whole organization and its performance. When the consumer learns about the product, the notions and experiences he or

she creates grow into an impression that usually covers the whole corporation.

It is important to realize that investing in the brand is actually investing in the future instead of just the next buying decision. Even though the brand is based on the history of the corporation it is also a promise of its future. It can not straightforwardly predict the success of the corporation in the future but it can give a good insight of the possibilities. After all over 50% of the brands on the list of the 50 most valuable brands in the world are over 50 years old. (Malmelin, Hakala 2008, 28.) This is a very interesting fact for investors which is why a strong brand can get better funding possibilities. It also makes commercializing, marketing

and launching new innovations easier.

A recognized brand makes not only the product desirable but also the corporation desirable as a partner and employer.

These networks and the brand itself are growing their importance because they are something a competitor can not copy as they can production systems, quality and efficiency. (Malmelin, Hakala 2008, 27-29.) Today it is a competition of the corporations, but most importantly a brand competing against a brand instead of a product against a product as the strategy researchers Gary Hamel and C. K. Prahalad (1994) has brought it out (Malmelin, Hakala 2008, 29).

WHY TO BRAND?



DISSOCIATION & DIFFERENTIATION



EMOTIONAL CONNECTION



FUTURE PROMISE



INVESTERS INTEREST

2.2 What is a personal brand?

Chip Hartman (2011, 3) defined a personal brand very well and clearly by writing following: “Your personal brand is the “mental picture” others have of you. It is the sum total of values, talents and actions that others tend to automatically associate with you”. In fact everyone has a personal brand whether they wanted one or not but not everyone decides to enhance it.

Many people see a brand as a combination of an imago and a reputation, but actually these are just a result of the brand. (Kortesuo 2011, 8.) What is really different between a company brand and a personal brand is the ability to create networks. Just a company itself does not create a strong personal relationship with a human being - it is the people you remember and they are the ones you will be communicating and working with. Unlike the company brand a personal brand is always visible.

When a person is passionate about what he/she does for living he/she naturally talks about it with the people he/she communicates with even just on a daily basis or a casual settings. This way the person is automatically associated with his/her work and the passion for the work. (Bastianelli 2017.) Later on when people are dealing with tasks related to the work

of the passionate person they will think: “Hey, I know this great person, didn’t she/he have a company in this field? He was great, I should hire her/him to help me out with this.” Once again you go back to the point where you will be reminded not to force your brand - you actually have to care about what you are doing to be able to have a genuine and honest brand which will appeal to other people.

Like an experienced business professor Ann Bastianelli (2017) once said: “People do not care how much you know, until they know how much you care.” There are a lot of people out there with a great knowledge so why would anyone pick out that person who could not care less about what he/she was doing when next to that person there is always someone with the same knowledge and a great passion to use it? (Bastianelli 2017.)



Personal branding will help you to stand out.

Illustration 1

3.0

Building

a personal

brand

3.1 Know yourself

Since personal brand is basically one's own personality polished it is impossible to purposely create a personal brand without knowing yourself since one can not build anything on something that is not there. This is why one has to find qualities and talents within themselves to build their brand on them.

Many people think they already know who they are and what they offer until they actually have to write it out. In the very beginning of one's brand adventure he/she has to clearly define him-/herself. In the following chapter I will rule out some of the brand questions Korteso (2011) has brought up in her book "Tee itsestäsi brändi" and write them open into a guide how one can build a personal brand by him-/herself.

In the beginning it is important to write down what you are like: are you bold and loud or elegant and subtle instead. Just as important as knowing who you are it is to know who you are not. So write down all that you are not and what you do not want to be as it helps you to stay away from those certain attributes.

List down your strengths and weaknesses. This helps you to know what to emphasize and sell, and what to develop and stay out of over-selling. Being aware of your weaknesses you are ahead of things and create

an honest image of yourself by showing all your cards. List down also your main values and ethics - perhaps you feel passionate about eco-friendly solutions or is creating appealing products more your calling? Passions are something that give you a great opportunity to connect with your target group which helps you to gain long lasting loyal customers.

Last but not least think through why are you creating a personal brand and what do you want to achieve with it. Make research on your competition and what is on the market already. Estimate why your target group would like to associate with you in particular and how do you stand out from your competitors. It does not help that you know your product or services are better than your competition if it does not come across to your potential customers.

After you have contemplated your brand details on your own it is important to explore how other people see you. Korteso (2011, 25) advises to find someone who is not too close to you. You should search for a person who knows the field you are working on and understands about branding. You, as well as your close friends and family, might see your brand very differently from your target group and strangers since your close ones know all your aspects - also the ones you are consciously or unconsciously hiding from

Since you have now figured out all the aspects of your brand you should organize and priorities them into one small, clear and concise pitch. An elevator pitch is a small text that sums up your whole brand. You can never know when you will have an important opportunity to present what your brand is all about and usually you won't have the time to tell your whole life story. (Paul 2010, 5.)

Even if you did have the time it is rather difficult to give the other person a clear and interesting image of your brand by rambling on about your childhood when all they wanted to hear was what you do and offer right now. By having a pitch prepared you also minimize the uncomfortable stuttering and finding for words that in the end might not have been exactly the ones you were looking for but settled for at the moment of stress and rush. Overall it helps you to give a well put together and professional image of yourself and leaves the other person with the feeling of you knowing exactly what you are doing.

3.2 Who is your brand for?

After figuring out what your personality, thoughts and talents behind your brand

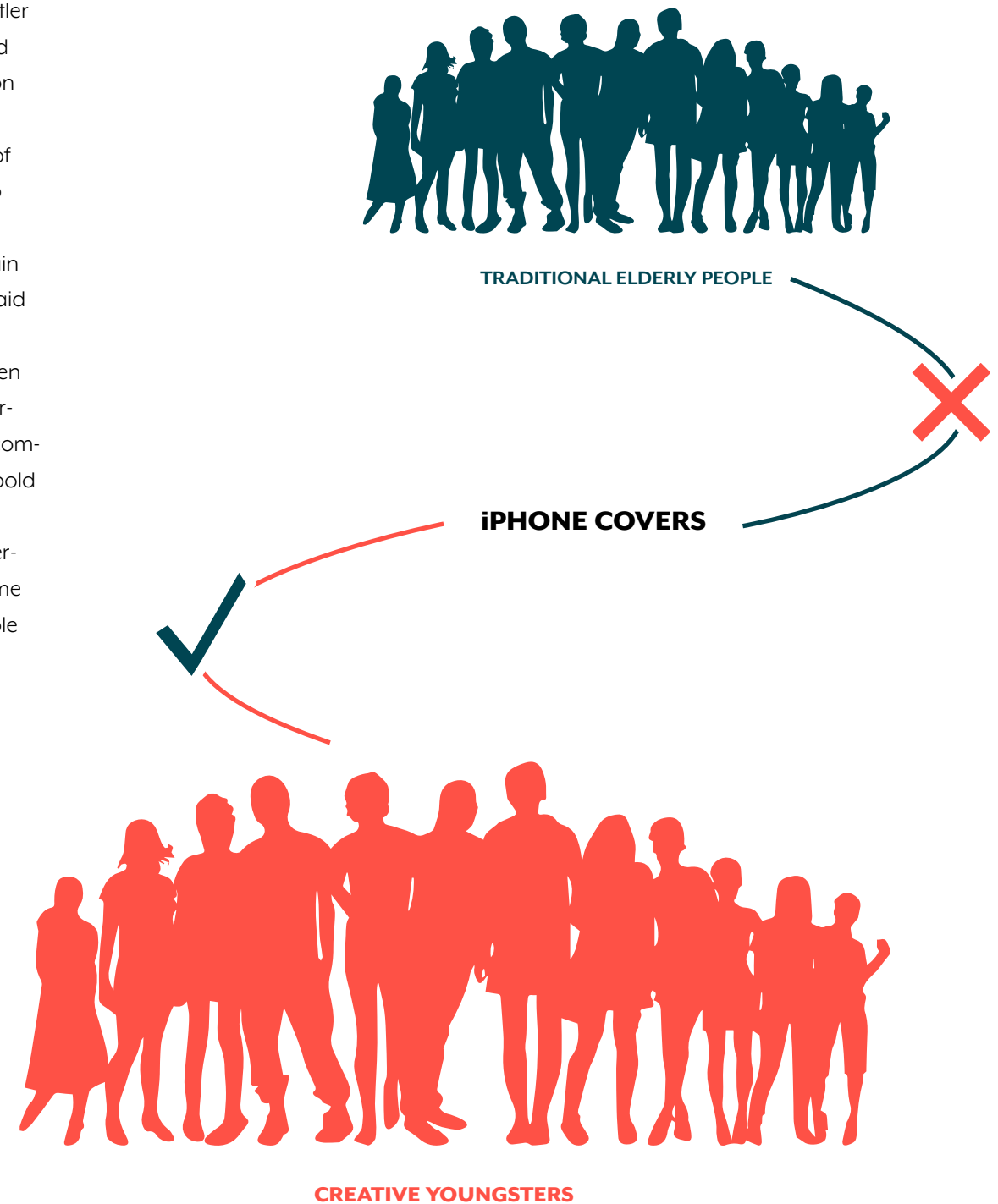
is you can move to the more business orientated side of the creating process. Based on all that you have now learned about yourself think through what do you actually offer to your customer and what is your target group. Your product or service will help you out in this task by giving you a strong direction of what your target group should be.

If you are designing iPhone covers it is only natural that your target group is not elderly people who appreciate traditional products since they most likely do not own an iPhone. Or if you are designing tools to help disabled people your target group should not be young gymnasts. When you have figured out what your direction with the target group should be go just a little bit deeper - from teenagers to teenagers who are bold and not scared to stand out.

It is always better to please one specific group very well than to please a huge group so and so. Quality over quantity. It is alright if not everyone likes your brand, that is only natural, you simply can not please everyone. That is why it is better to have strong emotions connected to your brand than lukewarm thoughts. One should aim to have a small group who love the brand instead of a large group who just like it. Small amount of passionate fans is way more efficient

than a large group of followers. (Whitler 2014.) This helps you to stand out and to create a community and discussion around the brand. Snask, a Swedish creative agency, is a great example of provocative branding and stirring up strong emotions - in good and bad.

Their tag-line "Make enemies & gain fans" tells how you should not be afraid to make enemies on your way but instead be empowered by them. When people start to commonly identify certain type of lifestyle to your brand a community starts to form. They see that bold people use this particular brand and think: I want to be seen as a bold person which is why should I use this same brand to reflect my boldness to people around me. (Öst, Berg 2015, 54-55.)





Social media is an important communication channel for a personal brand.

Illustration: Sarianna Kymäläinen 2018.

3.3 Personal brand communicates constantly

All interaction are communicating which means that a personal brand has a lot more communication than a company brand does (Malmelin, Hakala 2008, 42). For a company brand it is easier to decide when they want to communicate. They post something on-line, they have a pop-up store or they publish an advertisement. These are all well thought and decided occasions of communication. For a personal brand it is not that easy to decide when it wants to communicate and when not since our daily life influence it strongly (Johnson 2017, 23).

When you go to a bus and complain loudly on the phone about your terrible day at work you can not decide that at this very moment I am not communicating as my brand because you are your brand - your face combined with that action gets automatically connected to your professional brand. Later on when you are at work telling how much you love your job the person who heard you on the bus might think you and your brand are fake.

Even though the constant communication can be challenging at times it can also be very valuable when exploited. When your brand is well based on truth and your actual personality you do not need to fake it and just a simple kind gesture on daily basics towards another person can strengthen your brand and spread positive image of it. A great example of this is the case

when our president Sauli Niinistö at the Independence Day reception in 2017 picked up the fallen walking stick for the veteran who dropped it. This was not a huge gesture but it made a huge impact on everyone world wide and strengthened Niinistö's brand as a humble and kind people person. (dustofoblivion123 2017; randomlettrs 2017; C Salenius-Pasternak 2017.)

To minimize the damage your out of business identity might do to your brand a personal brand should always consider having separate social media accounts from your own identity. This way you can concentrate on emphasizing the good qualities on your public brand image yet be 100 percent you with your closed ones on your private accounts since the brand is not your whole entity instead some features and habits are consciously or unconsciously hidden away from the audience. (Johnson 2017, 23-4; Kortesoja 2011, 10.)

Social media is a great way of communicating and promoting your brand. These days it is almost impossible to stand out and succeed without making use of it (Hartman 2011, 4). On-line you can go viral in seconds and reach the whole world with a single click of a button. The best is to give the customer a possibility to choose which channel he/she wants to use to reach you so next to your website and traditional email think about creating Facebook, Instagram and Twitter pages as well as to other possible social media platforms to maximize your reachability. (Cass 2011.)

A brand should always have a well thought communication plan which will be consistently

adapt to all the communication and social media channels that the brand uses (Anderson 2016, 48). These channels should be based on the use of the target group - it is useless trying to reach a large amount of elderly people from Snapchat. The plan should also go through how the brand's visual look will communicate and come across to it's consumers as well as how it will speak to them and what kind of written language it uses.

A great way to set out the way you want to communicate is your own personal website which is one of the personal brands most important connection to potential clients. The website as opposed to social media channels can be fully personalized to the brand's look and needs. It is the first thing people will search for when they are interested in your brand and you can fill it with more detailed information as the backgrounds and values of the brand which you usually would not have the time to share. It is important that the website speaks the language of the brand and the content is prepared with high quality pictures and clean text to give the professional look of your brand. (Anderson 2016, 51-52, 54.)

Other social media tools are Twitter and Facebook where you can post a variety of material and repost other interesting posts, Pinterest and Instagram where you can share pictures and inspiration, as for video sharing YouTube or Vimeo will be in place. Out of social media you can use a blog, give lectures or for example arrange events where you can communicate with the target audience. (Johnson 2017, 23.)

3.4 Keep evolving

Sustaining a personal brand is a lot like sustaining any brand. You need to keep the brand out there with posting constantly and systematically on your social media and releasing advertisements of your company. It is a lot like keeping up any relationship - once you've seduced the consumers to come to you it is not the time to simply be happy they are there and leave it be. You need to keep them with you by giving them attention, showing up, creating conversations and in overall staying interesting so they form a strong relationship with you and never want to leave. (Honkonen 2017.)

One essential ingredient of staying interesting is to keep evolving. For a personal brand it is only natural since you are a human and we all evolve during the years. We age, we learn more and we change our interest or preferences. Even though a company does not behave the same way as humans do it should evolve the same way. There is no brand that can stay exactly the same for decades - the world changes, technology evolves and new information is released daily and the brand and its products should keep up with it to be able to stay current and successful. Therefore long term sustaining always includes some change but it should never make a total U-turn. (Kortesuo 2011, 31-33.)



3.5 Get an army of brand ambassadors

The word-of-mouth is a efficient way of promoting your brand. It is a way of promoting where your customers spread the positive word of your products to other people. Ninety-two percent of consumers admit trusting word-of-mouth over any other form of advertising (Grimes 2012). Unfortunately the word-of-mouth is not easy to control but there are ways that help to increase it and use it as a tool for sustaining and promoting the brand.

One of these ways is to use a brand ambassador which is an individual chosen by the company to represent their brand by wearing and/or promoting their brand on their social media and daily life. As an exchange they will be given free products and/or discounts. (The legal equestrian 2014.)

A lot of equestrian brands use both professional and amateur riders as their ambassadors. For example Animo has a huge amount of top professional riders as their ambassadors including FEI Longines show jumping top 20 riders Kent Farrington (#1), Christian Ahlmann (#15) and Scott Brash (#19) (Animo Slr 2018; Fédération Équestre Internationale 2018).

Top riders give great visibility to the brand by showing up constantly in the television, magazines and social media. They also work as the role model for the consumers

setting out the “I want to be like that” factor. As for amateur ambassadors they are easy to approach and identify with and they are mingled right in the middle of the potential customers. A good brand ambassador genuinely loves the brand and is an outstanding personality - when they stand out also what they wear stand out.

This can also work not only as positive image for the brand but as a negative image which is important why an ambassador has to understand the responsibility they have. They should know how to be polite and behave well in person as well as in the social media. A bullying mean person with bad quality posts and spelling mistakes will only set potential customers off from the brand. (The legal equestrian 2018.)

Kylie Jenner, the world’s most followed individual in the social media with her 106 million Instagram followers, is a great example of a brand ambassador. She has been working with brands such as Puma and skincare line Nip + Fab as well as promoted Waist Gang Society in Instagram. She has become known from a reality television show and is now using her fame in promoting as is most of her family members including Kendall Jenner as Adidas’ ambassador and Kim Kardashian promoting energy drink Hype and Atkins Diet among others. (Tifverman 2017; Ward 2017; Addams Rosa 2016; Hype Energy 2018.)



Kylie Jenner as Puma's brand ambassador.

4.0

Face of

the company

EXAMPLES OF PERSONAL BRANDING:

4.2 — Maria Veitola

4.3 — Minna Parikka

4.4 — Steve Jobs & Apple

4.5 — Utilizing a personal brand

4.6 — Combining two brands



MARIA VEITOLA

Veitola is a Finnish television and radio personality, screenwriter and talk show host. At the moment she has a television show called *Yökylässä Maria Veitola*, where she spends one night as a guest of a famous person. Before she has made herself known for example from talk show *Maria!* and radio channel Radio Helsinki. Veitola has a bold feminist brand and is known for not being scared to say what she thinks. She has strong opinions and enjoys discussing and debating them.

Because of this there are people that love her and the way she says what she wants to when she wants to, but on the other hand there are people that she really strokes against their hair. You can see Veitola basically everywhere, she works hard and refers to herself as a 'ladyboss'. (Hakamo 2017, Makkonen 2017, mystery 2017, Vuoripuro 2018.) Veitola is a great example of a brand that stirs up strong emotions - you either love her or she annoys the life out of you. But as you can see from Veito-

la's success it is not a bad thing that not everyone loves, or even likes you. I think in a way the saying "Any publicity is good publicity" is partly true. It is okay to break the old ways and norms a little, it starts conversations and changes the way people think. But without saying there is bad publicity too, you just have to know where the boundaries go.

If you keep doing what everyone else is doing you are not going to stand out, you are not going to change anything and it is basically not worth that much. It is not any news that a personal trainer eats salads but if a personal trainer's secret pleasure is to bake a cake every weekend that is worth some magazine's page space - it creates thoughts and by these thoughts you will stay in people's minds. Just like Veitola does with her strong opinions and boldness to discuss topics that are by the old norms not supposed to be discussed.

MINNA PARIKKA

Minna Parikka is a Finnish shoe brand widely known all over the world especially for its bunny shoes. They are sold in over 25 different countries in stores such as Harrods, Liberty London, Luisa Via Roma and Galleries Lafayette Beijing while celebrities like Cara Delevingne, Kylie Jenner, Lady Gaga and Taylor Swift walk in them. (Minna Parikka 2018.) Parikka was named the Finland's Young Designer of the year in 2014 with her bold and playful style balancing beautifully with elegance and luxury (Rinta-Tassi 2014).

The exaggerated and not very typical Finnish style was in the early years of the brand thought never to succeed in Finland. Against all the odds the brand keeps on getting bigger while maintaining its signature look with tassels and bunny ears. (Salmi 2016; Rinta-Tassi 2014.) Minna

Parikka is a great example of a very strong personal brand which has grown into a company embodying the personal style. It shows how the designer's true personality and passion for what she is doing creates a genuine and whole brand appealing to the audience. What you can learn from Minna Parikka's brand is how you should keep an eye on what other people are doing without blindly following the trends - by simply following you will never be a leader. Doing what others do is easy but to do something different and to stand out is what a great brand does.



STEVE JOBS & APPLE

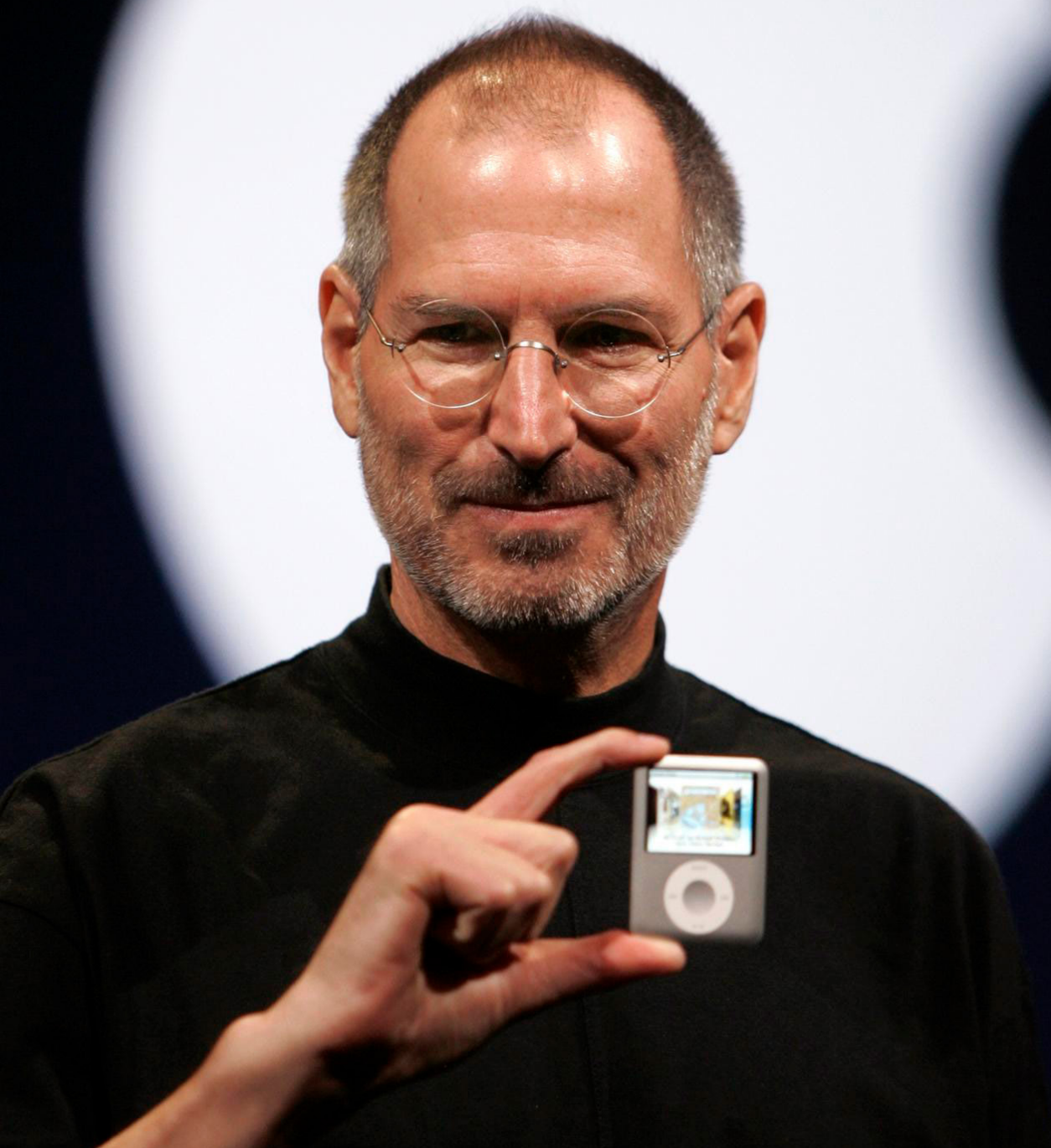
Jobs is basically the prime example of the American dream - extraordinarily bright child who dropped out of college in a need of direction and ended up building a technology empire out of nothing with his friend. He was ousted from the board of Apple and eventually sold his share of the company to start the NeXT Computer Co, which concentrated on the computer softwares. He also bought Pixar Animation studio, which then released the first ever computer-animated feature film Toy Story. (A&E Television Networks 2017; Entrepreneur Media 2017.)

Meanwhile Apple was struggling without their visionary and bought NeXT Computer Co from Jobs and resigned him as the CEO of Apple Computer Inc. Now older, wiser and more experienced Jobs lead the Apple to the huge success it now is by releasing a series of revolutionary products such as iPod in 2001, Apple iTunes in 2003, iPhone handset in 2007 and iPad tablet in 2010. (Entrepreneur Media 2017.)

Apple has managed to build an unbelievable brand loyalty which has been a huge topic of many discussions concerning branding. Many has been wondering why the consumers keep forgiving the glitches of the phones and keep on

buying all their products from Apple even when they are notably more expensive than other brands on the market. The loyalty is a fruit of the strong personal brand connected to the company. Steve Jobs was very passionate about his work and everyone knows how he made sure the products were the highest of quality and the designs were effortless. When people think of Apple they think of Jobs, this creates an emotional connection with the clients. (Goodson 2011.)

What is also important to notice is that Apple uses a movement marketing by stating that they want to bring the best personal computing experiences to their consumers through innovative hardware, software and Internet offerings. They are not simply saying: "We sell the best computers" but rather selling a value. Today on the market there is so many products to choose from with the same features, quality and price which is why people are attracted to the brands that have clear values. (Goodson 2011.)



4.2 Benefits of utilizing a personal brand

It is our nature to be drawn to other humans and human-like beings so it is not a coincidence why robots usually resemble people by having human-like features and expressions. There are multiple researches that show how people for example take advice better from a human-like robot than one that looks like a machine. In some researches it was even found out that the people expected the human-like robot to make moral decisions comparable to humans decisions. (Phillips, Zhao, Ullman, Malle 2018, 2.)

As a conclusion from this it could be also expected that people would naturally respond better to a personal brand which has an actual human and face to link to it than a company brand with only graphical elements. Apple Computer Inc which was introduced in the previous chapter is one of the brands that seem to be supporting this conclusion with Steve Jobs. (Goodson 2011.)

Unlike other technology companies out there Apple had Jobs' strong personal brand as the face of their company and they managed to create a brand loyalty some people call cult-like (Robles-Anderson, according to Matyszczyk 2015.) Jobs was a visionary with a passion, charm and great way of introducing the latest products. He was the one making sure Apple's products were innovative and

revolutionary and since his death on 2011 Apple seems to lost its direction once again.

A strong personal brand is a great leader and its passion can motivate the team to strive towards a common goal. According to two previous employees of Apple this was the case during the Jobs' era but has been lost ever since Tim Cook took over the company. (News.com.au 2017.) Both company brand and personal brand have their pros and cons.

Personal brand is flexible and offers communication channels that a company brand can not use as easily, but it can be hard to build a long lasting brand purely on your own name - what will happen when the original founder dies? Does the brand stay believable and keep its status? As for company brand changing direction in their business is more challenging and they do not offer the human interaction. (Wilson 2014.)

This is why combining the personal brand and company brand is a great way of gathering the pros from both of them. The communication channels can be multiplied, the personal brand can help to stand out especially on the line of businesses that do not usually use them. The brand will also be able to appeal more to the emotions and values of the consumers which will enable a community and a strong brand loyalty to be build which for example Apple has managed to do. (Wilson 2014; Goodson 2011.)

4.3 Combining two brands

It has to be sure that a strong and interesting personal brand is available before one should even think about combining anything. It does not do much good if the person connected strongly to the brand is a quiet and clumsy IT guy without a trace of charm who hates talking in front of audience and to be photographed. If there simply are not a great personality in the building then perhaps it is better to use all the time and money on the company brand instead.

But if there is someone with a great potential to appeal to the audience it is absolutely a great idea to use it as advantage in the branding of the company. It is important that the two brands go hand in hand. The company can not be a fur factory while the personal brand is an animal activist. In the process it is important to go through the brands style and values. Since the personal brand is either the founder of the company or someone working under it they should not be too far apart from each other to begin with. Otherwise something has already gone wrong and the brand will not be authentic even on its own. (Check the 3.0 Building a personal brand.)

Take something from the personal brand and use it as an advantage in the making of the company brand. Minna Parikka is femi-

nine and playful, so the whole brand look is pastel colors, bunnies and the models play with candy and old toys in the photoshoots. Steve Jobs was professional, minimalistic perfectionist and the Apple is aluminum, simple and well thought designs throughout the wide selection of products.

After the brands go well together and complete each other people need to automatically connect them in one big brand. Instead of only communicating and advertising in the name of the company the personal brand should start spreading the word with is/her own name and face. The channels that a personal brand offers should be used: writing posts, doing interviews, speaking to people, having lectures, blogging.. what ever works. It should just be made sure that when ever the personal brand is mentioned so is the company, and the other way around. (Wilson 2014.)

5.0

Design

task

5.0 Design task

In my design task I will design a visual look for Casa Borrell. My goal is to define what the brand of Casa Borrell really is and to design a consistent and whole look that will transmit that to the customers. I want to examine the combination of a personal brand and a company brand by bringing something from the founder and designer to the visual look of Casa Borrell. The end product will be a brand book for Casa Borrell to guide them how to use the visual look, remind them what the brand statement is and to help them keep the brand consistent throughout the variety of different type of channels of communication

MY GOALS ARE

- To define Casa Borrell's brand.
- Create a genuine and consistent brand strategy.
- Design an outstanding and modern visual look that reflects the brand and the strategy while appealing to the target audience.

5.2 Client introduction

Casa Borrell is an equestrian clothing line which concentrates on producing exclusive show clothing and customizable show jackets for women. Their goal is to design classy, technical garments for the modern equestrians. They are very aware of sustainability which is why they reduce the environmental foot print by utilizing the finest Eco-friendly material while delivering their high quality clothing.

The clothes are available on-line as well as in some equestrian shops in the Northern America. They tour equestrian shows in the United States and the Europe selling their clothing in the pop-up stores located at the show grounds. They have sponsorship agreements with several riders who promote their clothing while riding at the show jumping competitions. Since the target group is young women it is natural that social media is their main channel for marketing and communication.

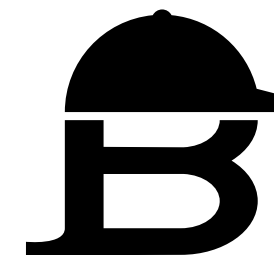
Casa Borrell's goal is to become the leading equestrian brand which will not only be known for its beauty but for the best quality afforded. They are well aware of their social and environmental responsibilities and want to be a leading example of using sustainable materials and fac-

tories that put their workers upfront. The founder of Casa Borrell is Saori Tsuda who is also the designer behind the clothes. She comes from a multicultural family of entrepreneurs - been born in Panama and having roots also in Japan and Spain she uses these influences in pursuing her goals and designing globally admirable garments.

Tsuda has been riding since a very young age competing also in international show jumping competitions and has a wide knowledge of the sports and equestrian lifestyle. She later on went selling her beloved horses to gain the funds to start her company and hopes that one day the it is stable enough for her to have the time and resources to continue her riding. This is the kind of dedication, passion and fight for your dreams that I want to transmit to the customers of Casa Borrell.

CASA BORRELL

a name Tsuda's grandfather used to refer to his farm in Spain where Tsuda had her first and best riding experiences and where her love for horses started.



*Dress to ride.
Ride to impress.*

encouraging tagline that connects the Casa Borrell garments to the sports. Their garments help you to succeed in your performance and to impress not only with their looks but with the comfortability and functionality.



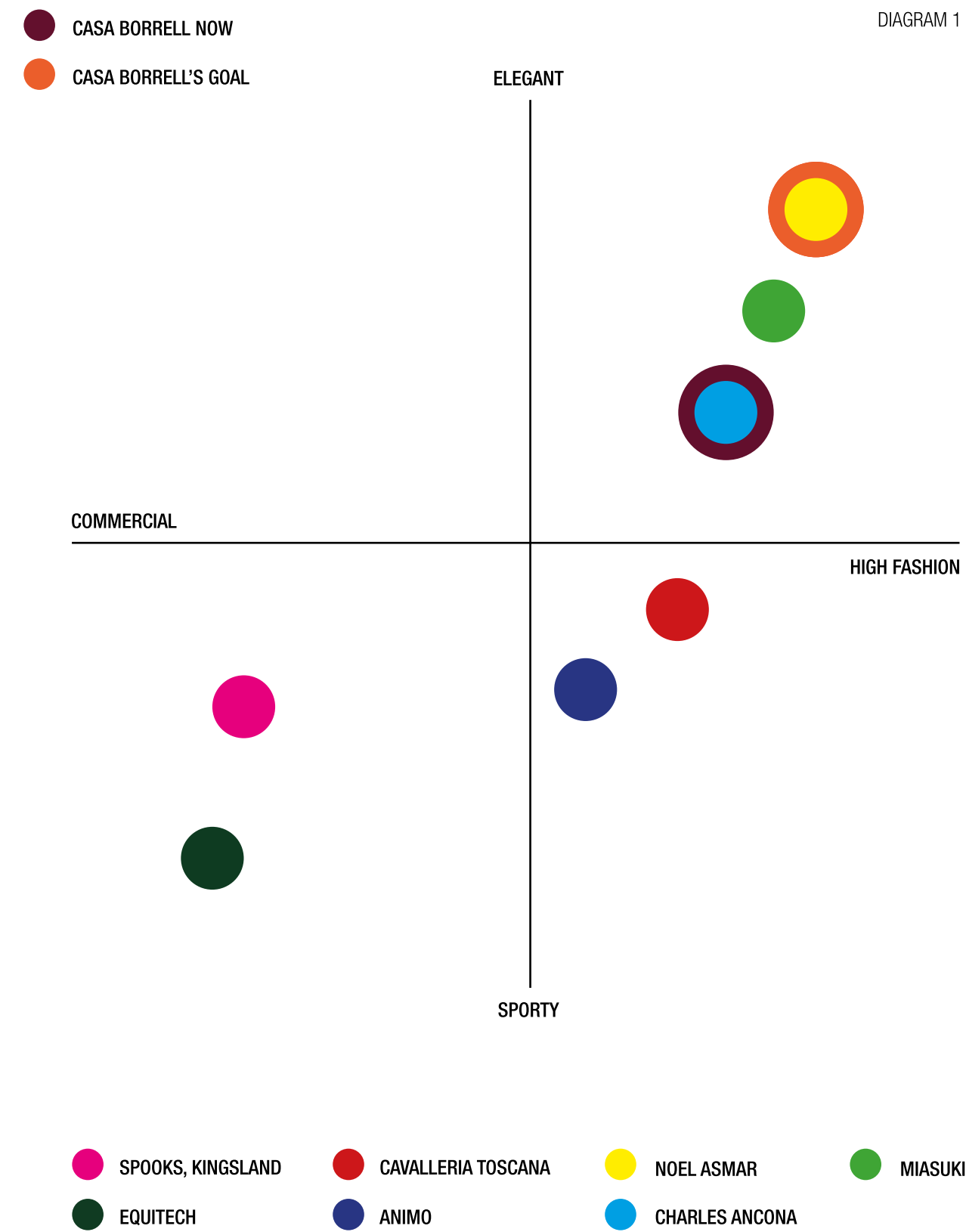
Saori Tsuda with Chumping Jack Flash S. Image provided by the client.

SAORI TSUDA

- Passioned about fashion & horses.
- A driven female entrepreneur.
- Had a dream of a clothing brand and boldly jumped to the challenge.
- A warm, down-to-earth personality who knows how to laugh at herself and have fun.
- Modern style & elegance rather than tame business casual.

CASA BORRELL

- Spreads the passion for the horses & sport through the clothing.
- Empowers women and encourages them to support each other.
- Reminds people of having dreams and to keep chasing them.
- Aims to top results without forgetting the fun and reasons why we are doing the sports in the first place.
- Modern and elegant while being bold and bubbly - not scared to use color and to stand out.



5.2 Benchmarking

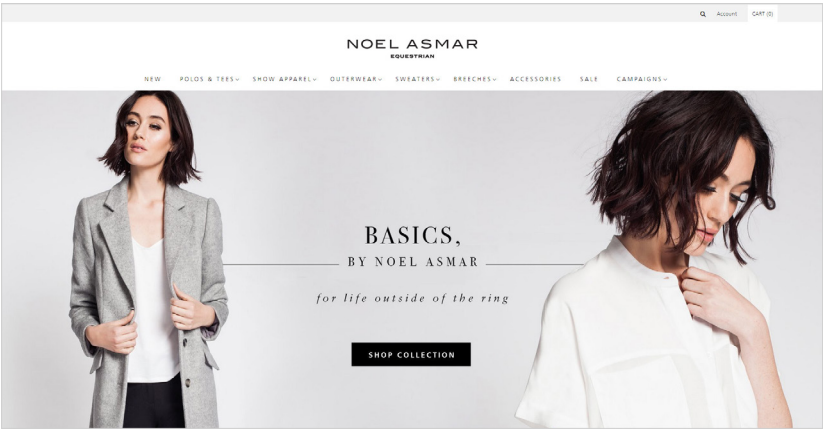
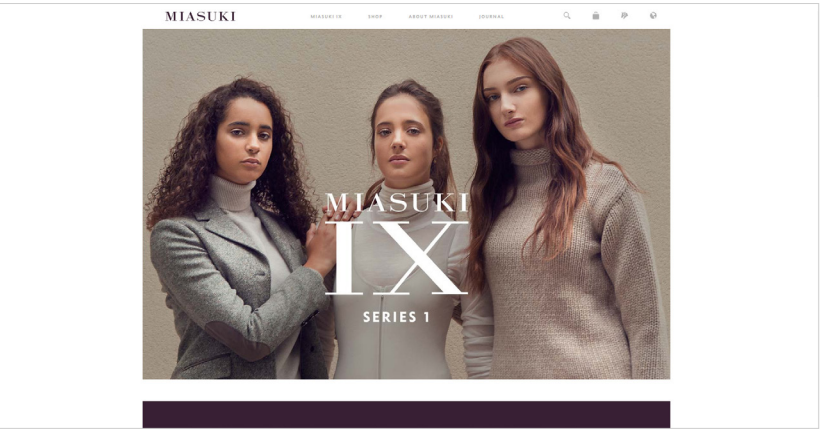
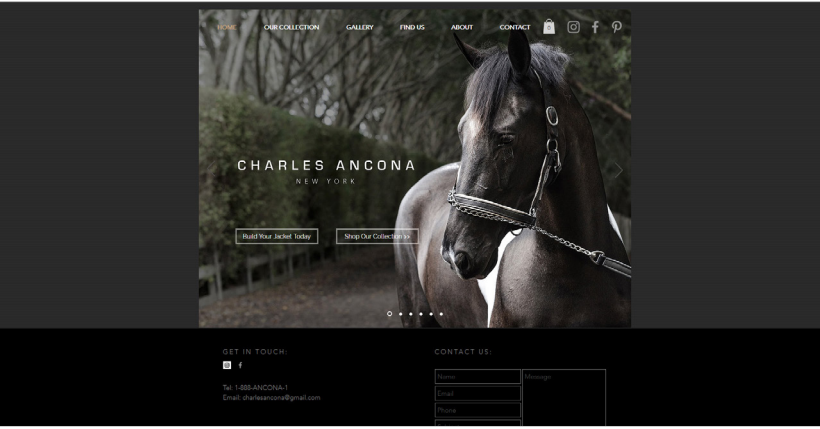
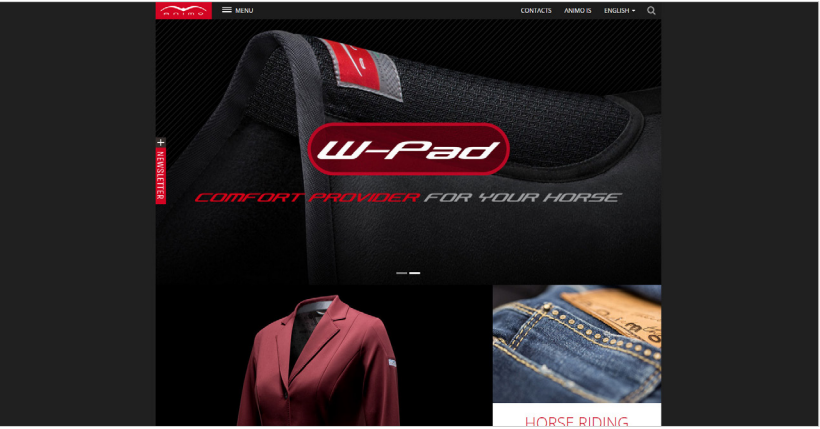
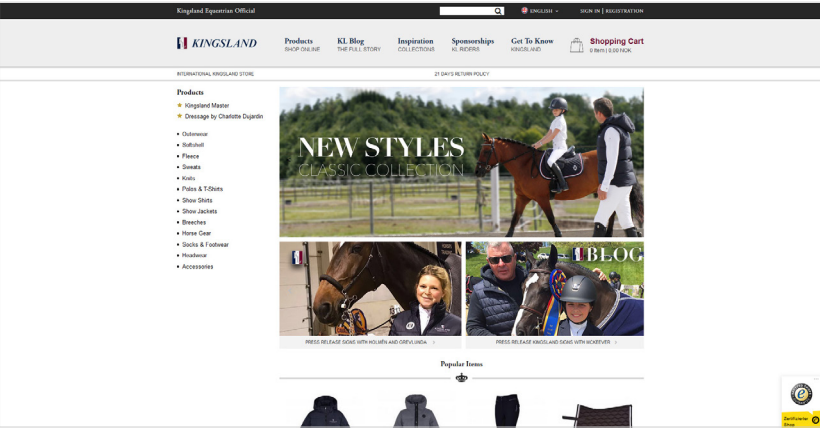
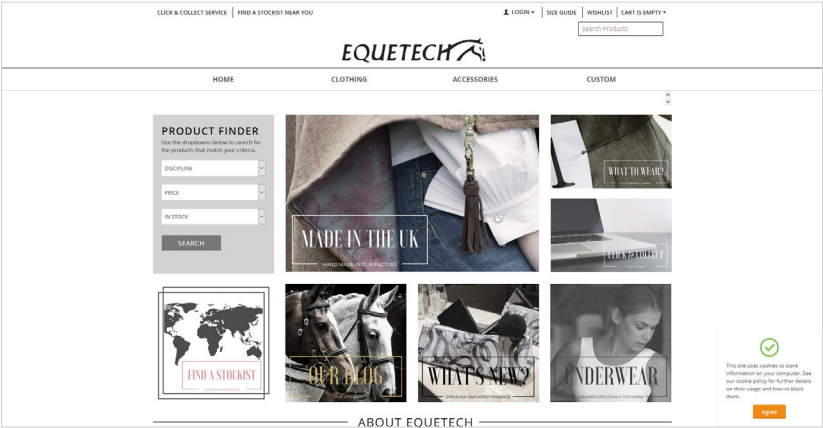
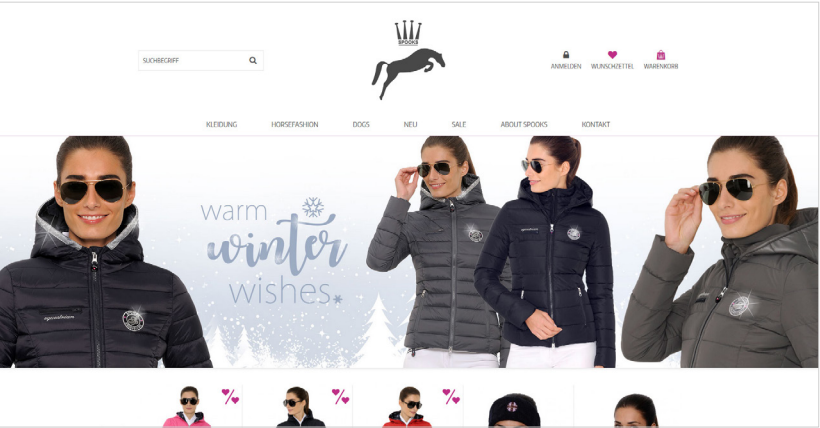
I started out the design project with benchmarking. I had sent my client some questions to find out what Casa Borrell is all about - how it communicates, how it wants to be seen, what is it now and what it wants to be in the future. This in mind I started to investigate on the competitors on the field of equestrian apparel. There are a lot of brands out on the equestrian markets and they are highly international - they travel from United States to Europe to Asia and vice versa to the biggest equestrian shows and tours to sell in their pop up stores.

This is why I thought it was important not to rule out the competitors only to American brands since Casa Borrell does want to influence in Europe also. I ruled out some of the biggest equestrian brands and weighted whether or not they would be big competition to Casa Borrell. The brands I ruled out were: Equetech, Noel Asmar, Cavalleria Toscana, Miasuki, Spooks, Charles Ancona, Kingsland and Animo. Charles Ancona was mentioned by the client.

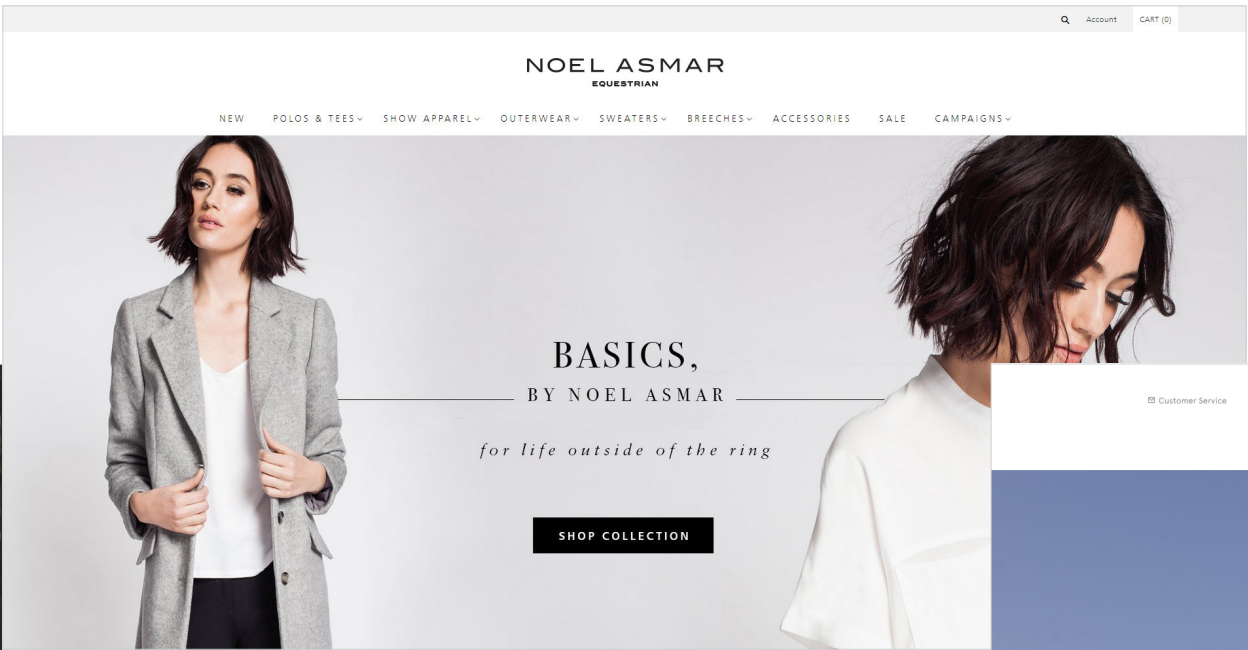
They have premium customizable show jackets and this is not the only connecting factor with Casa Borrell since they also work on the New York area. Noel Asmar and Miasuki with their high fashion approach are close to what Casa Borrell wants to be in the future but are not really competing in

the same markets since they do not offer any customizing options. Equetech has a variety of customizable garments from jackets to show shirts, but does not have multiple color options and is very commercial. Their quality seems very poor and does not meet the high quality of Casa Borrell. As for Spooks and Kingsland they are the examples of brands Casa Borrell does not want to be identified with.

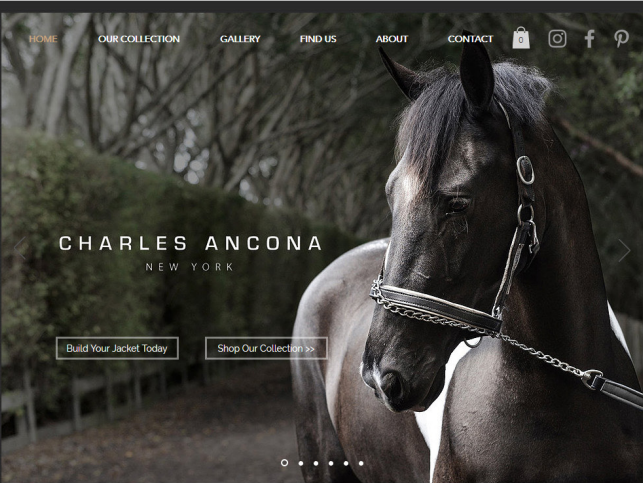
They are very popular brands but fall on the category of commercial, casual and inexpensive which is far from Casa Borrell's goal. Animo and Cavalleria Toscana are more premium and fashionable brands than the two before but they fall to the sporty section when Casa Borrell wants to be more identified with elegance instead. The conclusion out of the benchmarking is that Charles Ancona is the biggest competitor at the moment. Noel Asmar and Miasuki are good examples of what Casa Borrell wants to be and should definitely be kept an eye on in the future.



GOAL - NOEL ASMAR



























BIGGEST COMPETITION - CHARLES ANCONA



IDOL - STELLA MCCARTNEY



				<div>MIASUKI</div>		<div>NOEL ASMAR EQUESTRIAN</div>
						
<div>CHARLES ANCONA NEW YORK</div>				<div>STELL/McCARTNEY</div>		
						

5.3 Brand strategy

WebFinance Inc has defined brand strategy in their on-line business dictionary as following: “Long-term marketing support for a brand, based on the definition of the characteristics of the target consumers. It includes understanding of their preferences, and expectations from the brand.” (WebFinance Inc 2018). It is a good and clear summary of a brand strategy but I feel like it is important to highlight the most relevant elements it includes as the values of the brand, promises it makes to its consumers, what it stands for, the visual look and communicating plan. (Qlutch Marketing Inc 2018)

Once one has created a brand - defined him-/herself, defined the target group, decided how to communicate and how to be seen by the target audience one has to make a plan on how to portray these aspects and put them in action. This will be the brand strategy. What I wish to do with Casa Borrell's brand is to inspire and empower women as well as create a community around Casa Borrell. To create a believable brand it should always be build on truth instead of forced values.

Tsuda's personal experiences while pursuing rider's career but due difficulties winding up to give it out and launch a long growing dream of a clothing brand

as well as her passion for the horses, clothes and sports are a perfect base for a brand that courages young women to chase their dreams and work through difficulties without forgetting the fun and love for the horses while doing it. Casa Borrell's brand promise is to manufacture exquisite garments with the finest materials and craftsmanship available while reducing environmental footprint.

The materials are highly technical with four way stretch, water repellence and Coldblack® technology yet Eco-friendly and sustainable. They value ecology and responsibility which is why all their products are made in factories that put the employees wellbeing upfront. It is important that all the elements in the brand have a genuine meaning that supports the brand's values. This way it will always communicate them clearly to the customer and appears honest and reliable.

This will lead to a strong relationship and connection with the customer which will help the brand to build brand loyalty amongst the consumers. (Kortesuo 2011, 22) A sudden element that goes against the main values of the brand can set the customer off and wondering if any of the values are genuine at all. All Casa Borrell's elements so far have a good thought behind them. They support the main values very well and strengthen the brand image.





BRAND VALUES

- Passion for fashion and horses.
- Responsibility and sustainability.
- Going after dreams and having fun while doing it.
- Empowering women.

BRAND PROMISES

- To manufacture exquisite garments with the finest materials and craftsmanship available.
- To minimize environmental footprint and offer ecological and sustainable garments.
- To offer fabrics with the highest technology including four-way stretch, water repellence and Coldblack® technology.
- To manufacture all garments in factories that always put the employees wellbeing upfront.

COMPETITIVE ADVANTAGE

- Emphasizing the personal brands.
- Customizing options.
- Bringing out the fun and playfulness with a bold and bright visual identity.
- Not only achievement orientated but bringing out the fun and love for the sports.

Casa Borrell is targeting elegant and modern equestrian women. Especially young women in Northern America where Casa Borrell is mainly influencing at. It is only natural that the marketing and communicating with the customers will mainly happen through social media which is already a huge part of the lives of young women. Casa Borrell's Instagram account is very active and is a great channel to reach the target group.

In the future it would be good to add activity on Facebook as well as increasing the communication channels by Twitter and perhaps even Pinterest and YouTube, to maximize the ability to reach the target group. A wide use of social media will also be essential for creating a community around the Casa Borrell brand. It will make the brand easy to approach and a possibility for the consumers to feel like they really are part of the brand by tagging Casa Borrell and to use hashtags assigned by Casa Borrell.

Examples of these hashtags could be #dresstoimpress and #ridetoimpress. Social media is also a great tool to bring out the personal brand of the founder Saori Tsuda and sponsored riders, which is one of the great ways Casa Borrell can stand out from their competition. I have listed below the other elements that separates Casa Borrell from other brands on the market. Casa Borrell's brand fits in multiple megatrends - the empowering of women and sustainability. The digitalization is

also a huge trend. Casa Borrell is mainly selling in online store and is very active with social media. While people are getting overwhelmed by the amount of products offered out there they crave even more for customization and personalization. People want to be part of the process. Casa Borrell offers the possibility to customize the show jackets for the needs of the customer. Perhaps in the future they can expand it also to other products. (Trendone 2018; Borshchevskaya 2012.)

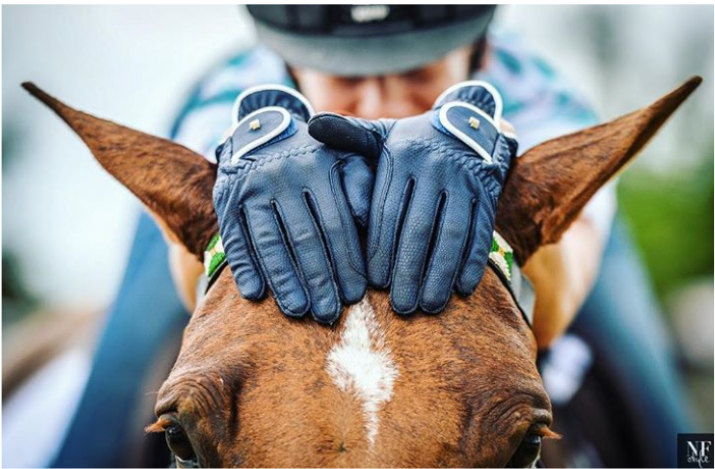
Based on the brand strategy and the information provided by the client I defined two customer profiles of example customers who are part of Casa Borrell's target group to help to fully understand to whom the brand is for. The profiles will help guide all communication of the brand and the future decisions in branding and design.

BUBBLY FASHIONISTA

She is a young woman/teenager to whom riding is not only a hobby but a lifestyle. She is a bubbly and fun personality who likes to play around at the stables and does not take herself too seriously. She is very confident and is able to have a laugh at herself. When she gets in the ring she is an ambitious and competitive rider who always goes for the win. She competes out of love to the horses and riding, and most of her friends tour riding the same shows as her. She has a few horses of her own and loves to spend as much time with them as possible but has a little help with at the

shows. She loves clothes and shopping and go often shopping together with her friends. They like to have same coolest brands and they love the possibility to customize Casa Borrell show jackets. That is why they get same jackets with different customizations. She also likes to have more than one option to wear at the shows which is why she ends up buying another jacket with different customizations every once in a while. To stay always trendy she keeps an eye on the new collections and purchases the latest Casa Borrell show shirts to match her jackets.

- 14-24 years old.
- Confident.
- Passioned amateur rider.
- Fun & bubbly.
- Fashion loving fashionista.
- Likes matching clothes with friends.
- Always stylish.



ELEGANT ATHLETE

She is a young fashionable adult whom to riding is not only her lifestyle but her business and income. Since she has a stable full of horses she does not have as much time to spend with them as she would like to. Instead she has a whole equestrian team to take care of them while she concentrates on training and riding them.

She manages the stable business by herself which is why you can often find her on the phone next to the warm up or having a lunch with the clients. Her fiancé is also her business partner and they tour riding shows all around the world together.

She is a cool and collected personality who is warm, polite and always professional but also knows how to have a good laugh. She wants her clothes to be elegant and comfortable to wear while riding but also to look stylish outside the ring. She can not spare much time from her work for shopping, which is why she appreciates good quality clothing which fit her well and last for years. That is why she goes for Casa Borrell's customized and tailored show jackets.

- 24-34 years old.
 - Professional rider.
 - Fashionable.
 - Business woman.
- Confident.
 - Cool & collected.
 - Likes luxury.



5.4 Conceptualizing

Since I noticed that the other brands on the field have very similar and gray scaled color scheme I wanted to design color options that would stand out in the best possible way. It was important to give the brand at least one bright color or if using the paler combinations to skip using the black and dark gray like the other brands do to avoid the look being plain and blending in too much.

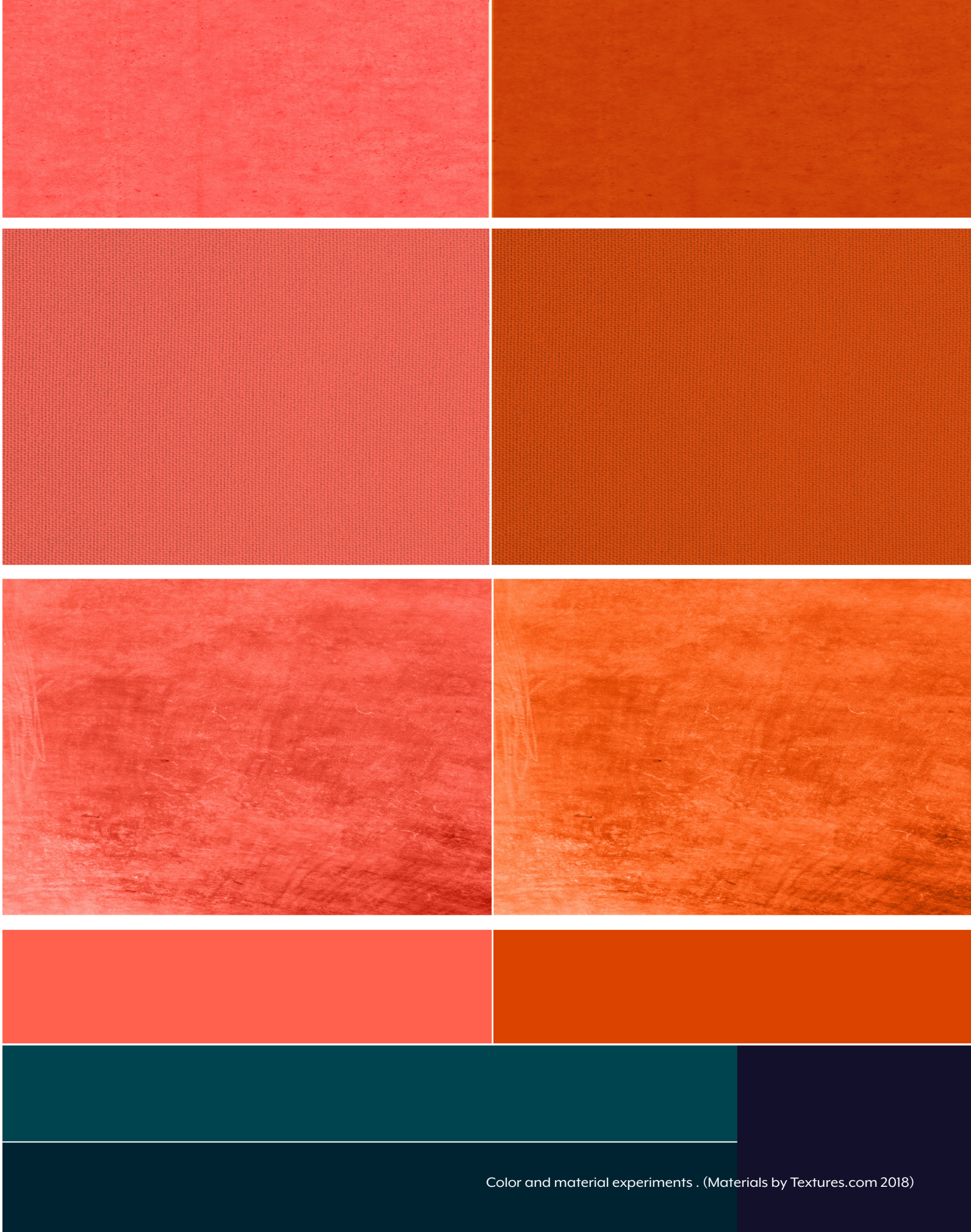
Casa Borrell is very feminine and elegant yet bubbly and bold brand which is what I wanted to bring that out in the colors. Since my client is not afraid to try out new things and stand out I wanted to find colors that are not very traditional and conservative as the colors at the moment seem to be with luxury equestrian brands. I made two mood-boards of what kind of colors, feeling and color use I had in mind.

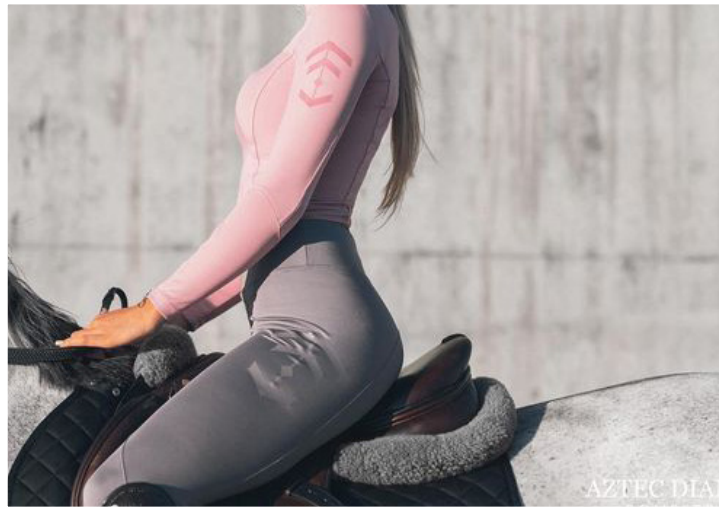
The first mood-board is an example of modern and fresh look with bold use of colors. It is stylish and elegant but the use of the bold accent colors give it a nice kick and catches the eye. The second mood-board is soft and elegant. It is very traditional and the use of colors is harmonic and balanced. It stands out from its competitors with the warm toned colors instead of the hard black and gray-scaled color schemes that are in use with most of the brands out there. My client looked the mood-boards up and

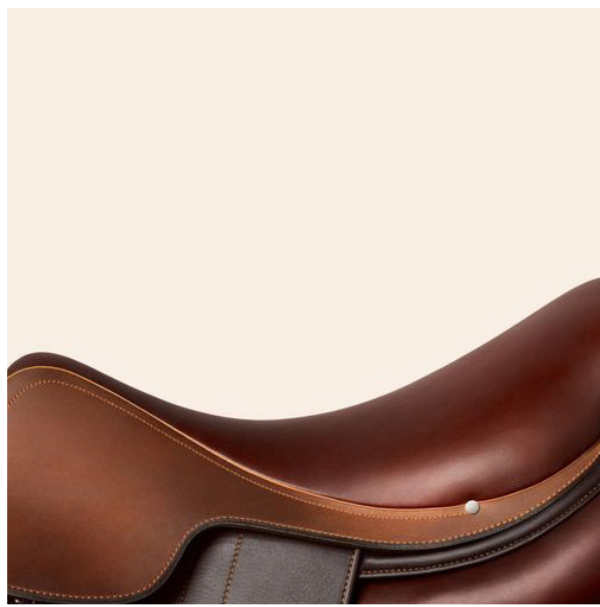
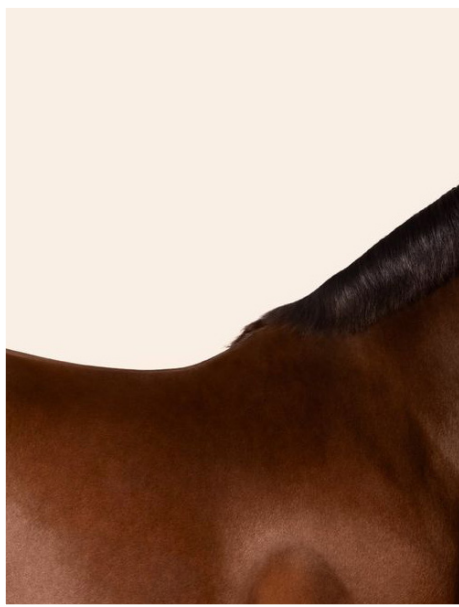
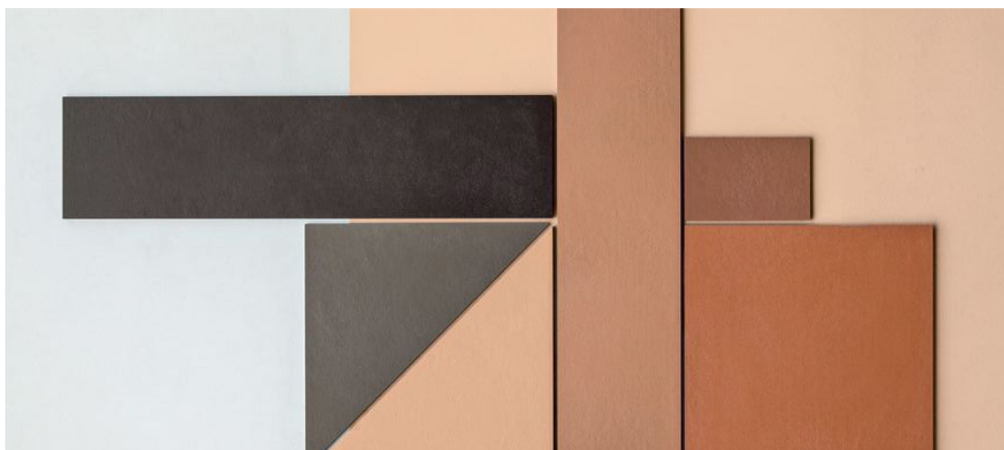
decided that we would work with the mood-board Modern. I was very happy she chose that specific moodboard, since I felt we could really make something fresh and outstanding from the base of it.

Next I moved on trying out several color combinations. I wanted to keep the colors mainly warm, since I felt the brand was very warm and feminine. I was wondering how bold I could go with the colors. At first I started out with rather neutral orange and pink, but then thought it wasn't new and fresh enough. I came up with a a bold orange tilted red and a deep bright orange. I was concerned the client would see them as too brave, but decided it would be easy to tone the colors down if she didn't like them.

I set the colors out for my client to have her thoughts on them and to my surprise she really loved the colors. She was very drawn towards the salmon tilted red and we decided to continue with it. Next to the red I picked out a turquoise kind of blue to be used to balance the red when needed. Later during my process I brightened the red a little to stand out better from dark elements.





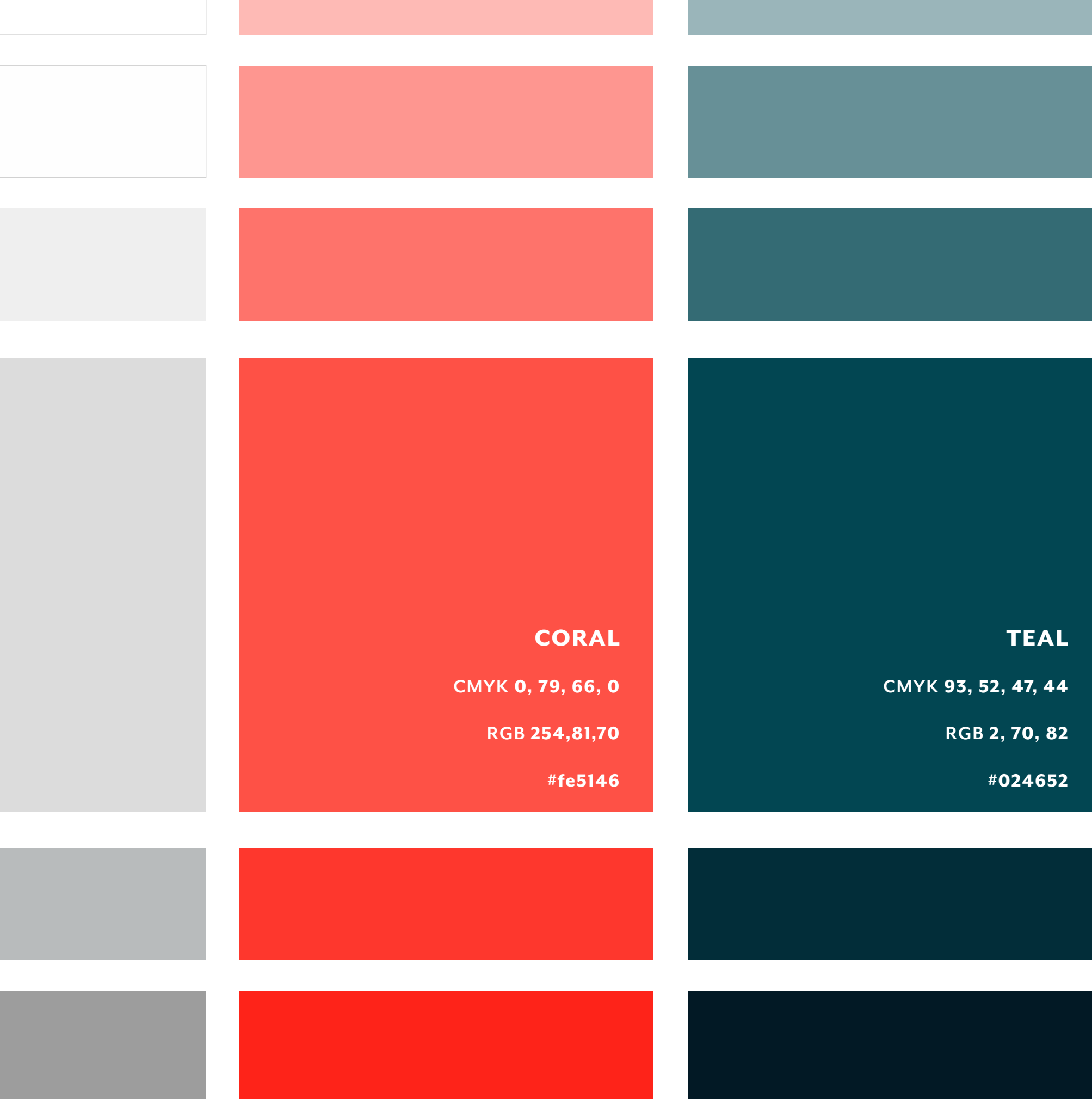


5.5 Casa Borrell’s colors

It was important that Casa Borrell's colors and they're use would stand out from the competitor. I wanted them be elegant and sophisticated in a modern and fresh way. Because of Tsuda's Panamanian backgrounds and her fun and warm personality I somehow straightaway connected a warm bright color to Casa Borrell also. In my inquiry for the client, she mentioned that she would definitely not see the brand as a blue color which was also one reason I didn't want the blue color to be dominant in the brand identity.

I tried multiple different options for the colors from paler to darker, warmer to colder but I always came back to the orange tilted shades. I decided to give Casa Borrell a very strong orange tilted red. It is bold and daring but not too wild to not be seen as exclusive and sophisticated . It will stand out very well from the competitors and suite perfectly the target audience.

The main look will be very light with white and light gray. The red will be working as a highlight color. This is why I thought the red would need another color to support it to avoid the otherwise very limited color scheme from being too monotonic. I paired the red with a green tilted blue that creates a beautiful contrast between each other and comes together as a very modern and fresh visual look.



5.6

Logo design & typography

While doing my research I paid attention to the fact how most of the logos were full of little details, illustrations and they weren't typographically well thought out. The more exclusive brands had text logos and I also wanted to concentrate on having a beautiful typography on the logo. I wanted to use a serif font, because when trying a grotesque the look was too childish with the bright colors. I felt it was missing out the elegance and luxury that, next to modern and bold, is very essential to the brand. The serif font balances the playful colors and keeps the look mature enough for also the older and more conservative audience.

One other reason for me taking a liking on the serif font is how I can play with the contrast of the thinner and thicker lines and like this bring some detail into the otherwise quite simple logo. Casa Borrell's biggest competitor Charles Ancona has a simple grotesque logo and the serif logo will also be setting us apart from them. The icon is a very important element to use in the garments when the full name of the brand is not used. Casa Borrell is mainly working on-line and social media is one of its most used marketing channel.

Because the name is rather long the text logo doesn't work on its best capability in small sizes and square settings which is why the icon is very essential to have. An icon can be designed to manage any size and surface yet be easily linked to the brand. I designed a more traditional

icon with a horse illustration attached as well as a modern icon with only the initials of the name of the brand. I prepared two logo concepts with the icons combined with the name written in Spinwerald. I used tried out two different kind of scripts for the tag-line. In the feedback of my counselors I heard that they didn't see the logo font very strong which led me in a search for a new font.

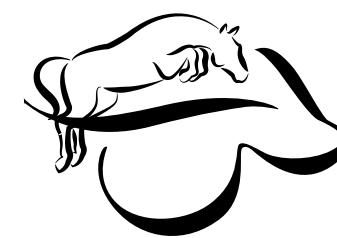
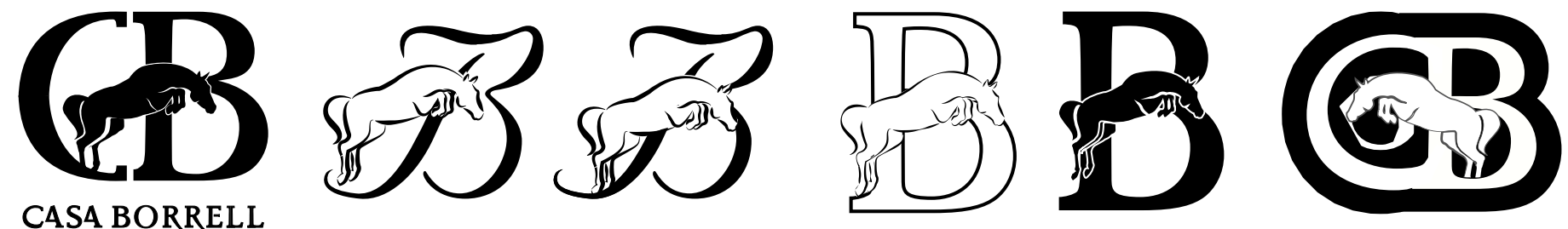
I had a very strong idea what kind of font I wanted to have in the logo - one with something old and something new. I wanted it to be elegant, exclusive yet modern and suiting both young as well as older audience. I wanted the font to have a big contrast in the boldness of the lines and be interesting without being too wild. I could never imagine the decision to be so difficult. During the whole design process I search for weeks for the perfect font.

Every now and then I thought I found the font, but in the end there was always something that didn't work out. I had a long thought between Gliko Modern, Jule Epic and Keiss Big. I went forward with Gliko Modern, but wasn't sure if it was exactly what I was looking for. I did another search once again and found Freight Display Pro which was not as soft and a little bit edgier. I was very stuck between these two fonts which led me to consult my opponent Pamela Komppa as well as my cousin Jenna Virrankari, who had graduated from packaging design and branding department on 2016. I presented

Komppa all the fonts above and my cousin the Gliko Modern and Freight Display pro. Asking how they felt about these options. I told I had previously chosen the Gliko Modern but wasn't sure if I should change it. Both of them were saying that they would stay with the Gliko Modern. This was very helpful and confirmed me that I had finally found the font.

For the body text I wanted to find a modern, clean grotesque to pair up with the serif headline font Gliko Modern. I was thinking of Louis George Café but in a long body text it wasn't sharp enough and thus was slightly difficult to read. It also didn't have enough variations on the text weights. After continuing my search I found Mr Eaves Modern which was just a perfect match - it was clean and sharp with multiple different weights great to use in any situation.

This grotesque font would be used in the body text as well as on the tag-line. It is clear and easy to read with modern feel. I also wanted to add a script font to feminize and soften the modern look a little bit. First I wanted to use the script on the tag-line, but decided it is better used as a special effect on social media and other graphic design instead of the logo design. The script I chose was hand drawn JP Hand Slanted.



CASA BORRELL

Dress to ride. Ride to impress.

CASA
BORRELL

Dress to ride. Ride to impress.

 CASA BORRELL

 *Dress to ride. Ride to impress.*



CASA BORRELL


Dress to ride. Ride to impress.

CASA BORRELL

Dress to ride. Ride to impress.

 CASA BORRELL

 *Dress to ride. Ride to impress.*

CASA
BORRELL

Dress to ride. Ride to impress.


CASA BORRELL


Dress to ride. Ride to impress.

ZEFANI STENCIL

CASA BORRELL

Gliko Modern L

CASA BORRELL

Casa Borrell

CASA BORRELL

CASA BORRELL

Jules Epic

CASA BORRELL

CASA BORRELL

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Keiss Big

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CASA BORRELL

Gliko Modern M

Logo bold capitals.
Headlines bold, kerning 120.

Mr Eaves XL Mod OT

Tag-line Regular.
Body text Book.
Body text titles Heavy, kerning 50.

JP Hand - slanted

Quotes & special “effects”.

CASA BORRELL

Dress to ride. Ride to impress.

Casa Borrell Equestrian Apparel has a sense of relaxed and timeless elegance and is defined by fine fabrics and the perfect fit. Designed and developed by two equestriennes with a vision and expertise in the equestrian "fashion" world. The duo produces beautifully designed equestrian apparel that exudes a quiet sophistication. The collections include ready-to-wear jackets, show shirts, leather belts, and other varieties of training gear, and reflect the duo's commitment to supporting luxury, high-quality manufacturing.

Always chase your dreams.

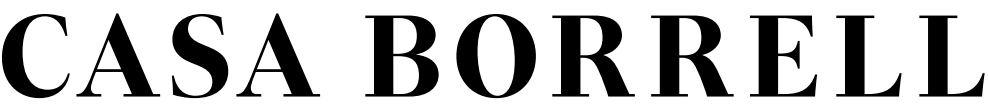
Primary logo

Smallest size allowed **250pt / ~50mm width**. In smaller sizes use the secondary logo or icon.



Secondary logo

Smallest size allowed **70pt / ~15mm width**. If the logo needs to be smaller than minimum measurements secondary logo should be used.



Primary icon with tag-line

Smallest size allowed **200pt / ~40mm width**. In smaller sizes use the icon.



Secondary icon with tag-line

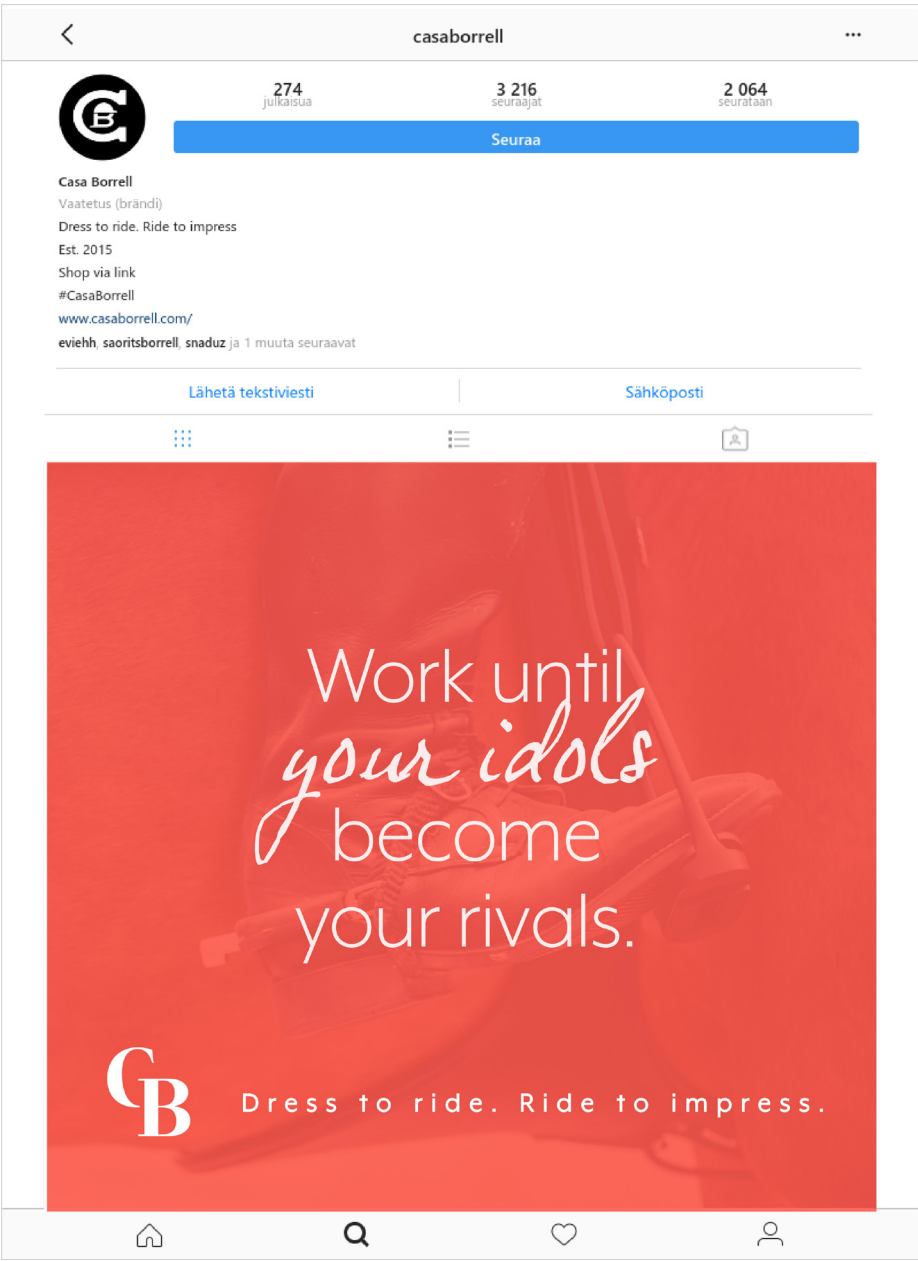
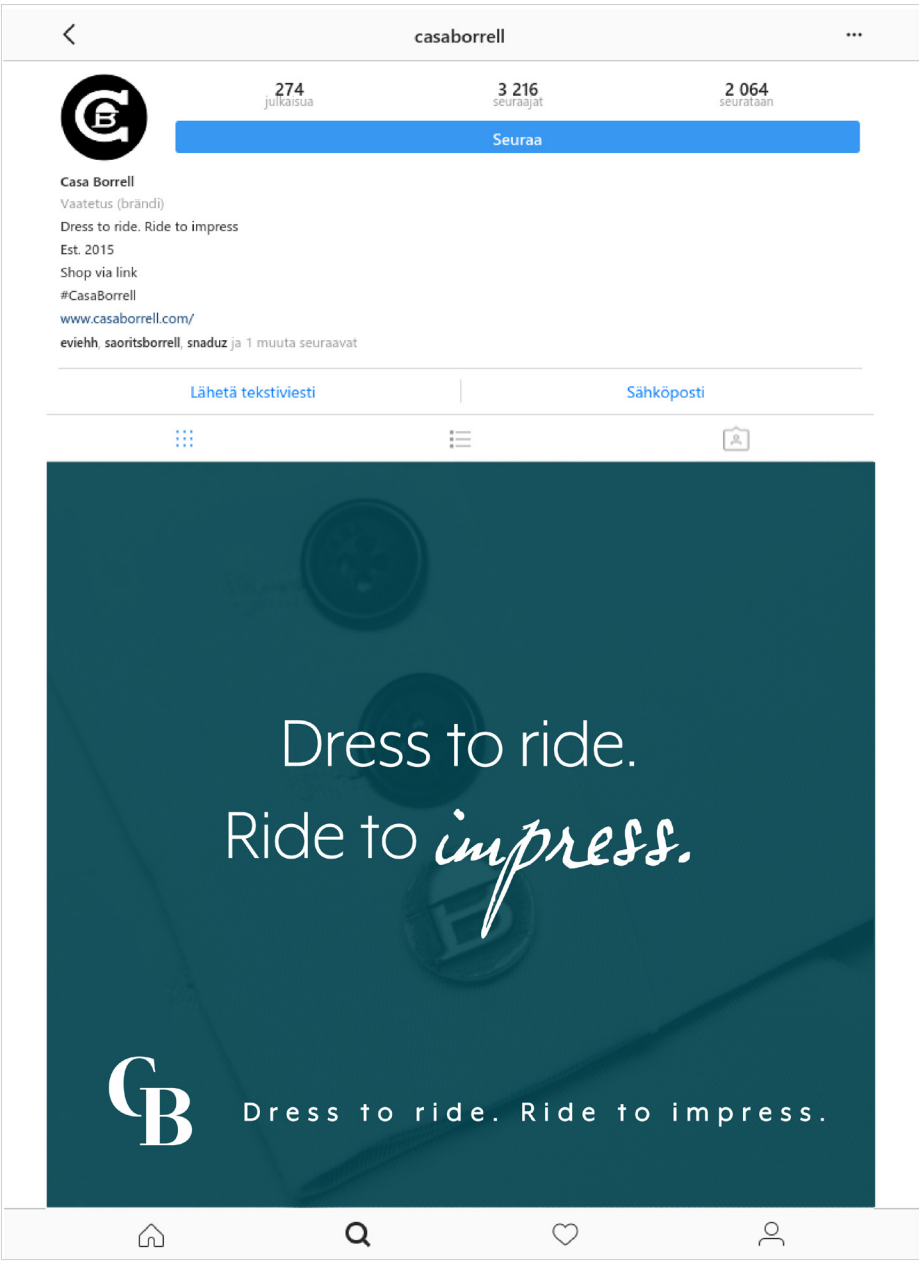
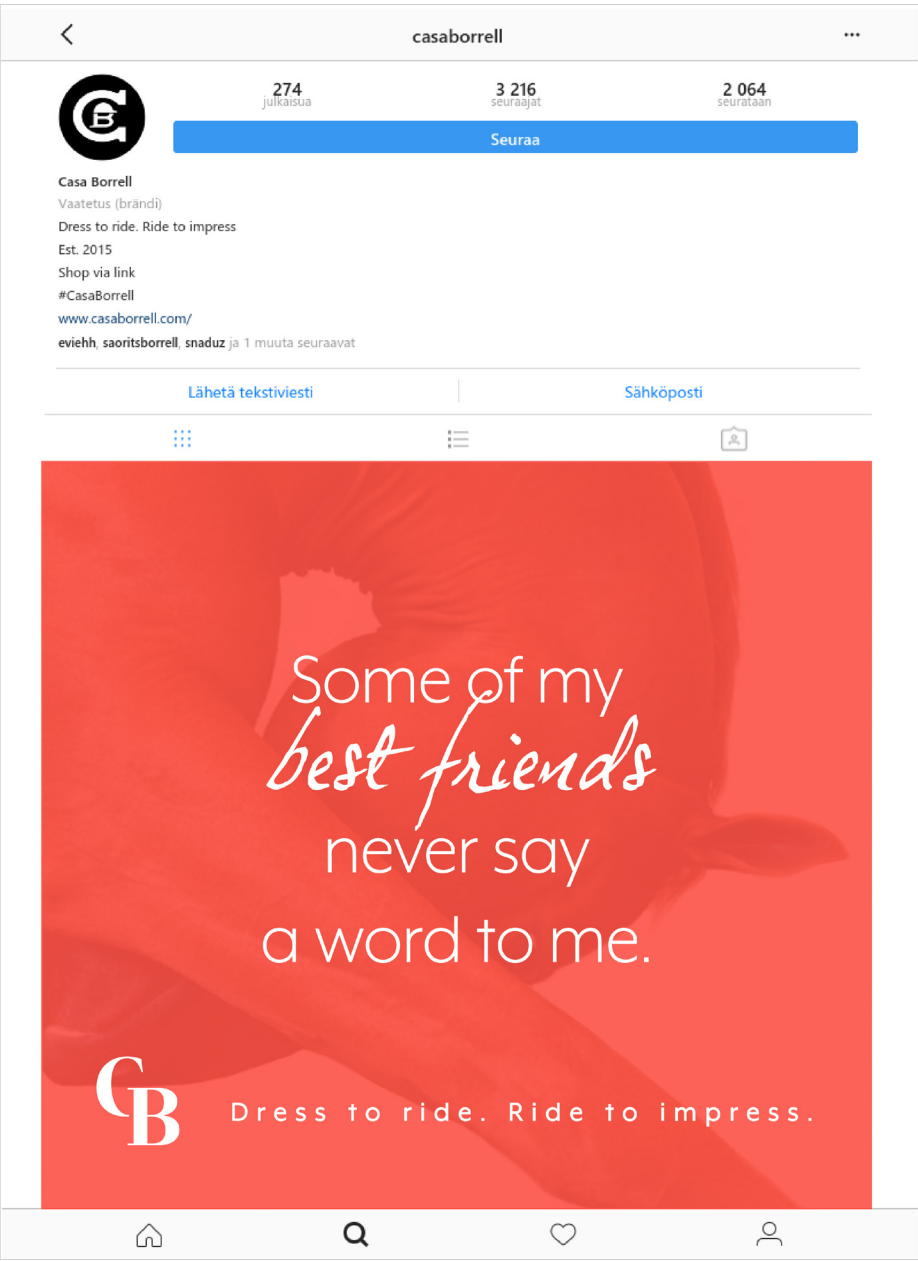
Smallest size allowed **150pt / ~30mm width**. In smaller sizes use the icon.

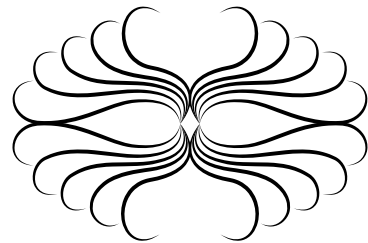
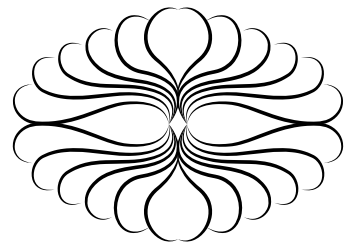
Dress to ride. Ride to impress.



Icon

Smallest size allowed **15pt / ~4mm width**.





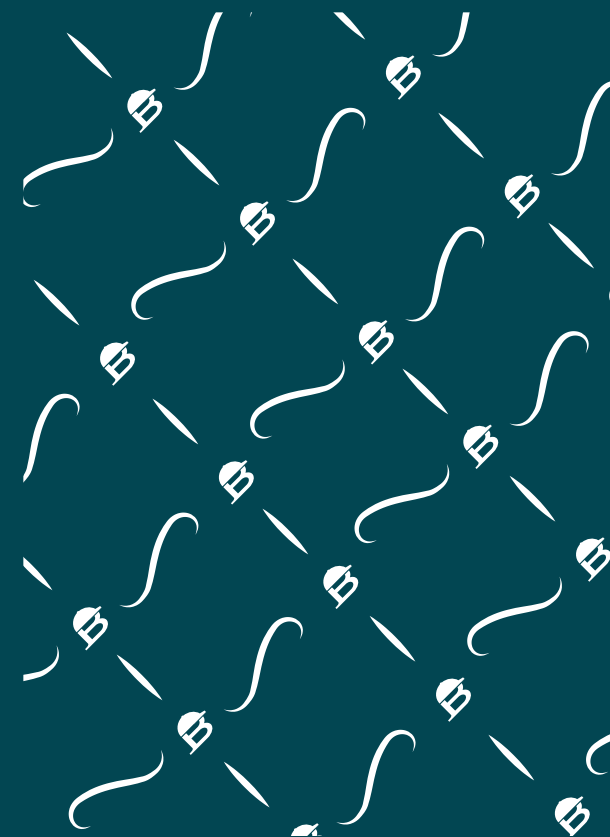
Element sketching Kymäläinen 2018.

5.7 Graphic elements

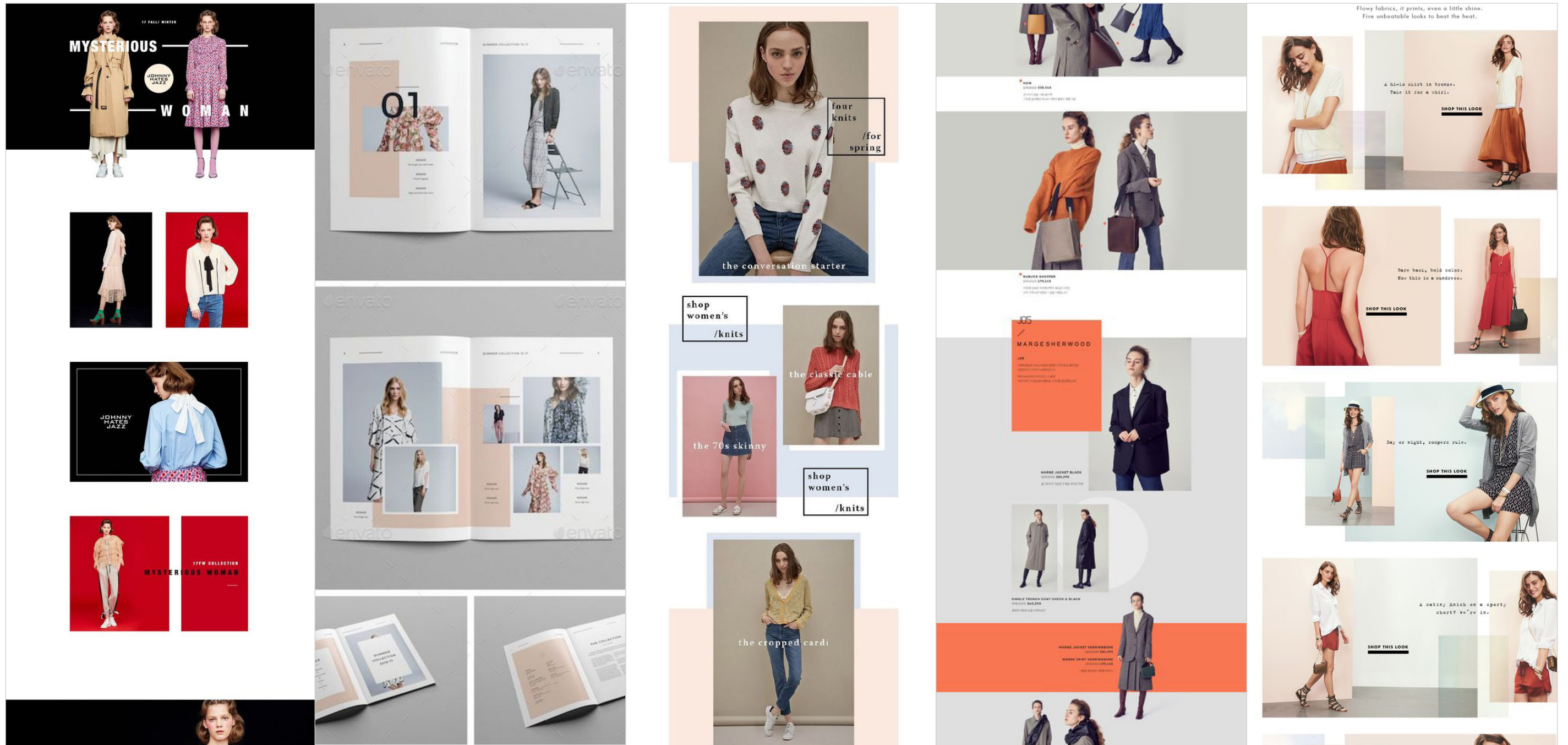
In the very beginning I was thinking of including a pattern or some kind of graphic element to the visual look of Casa Borrell. I started out sketching some patterns with the previous logo and tried to match it with some feminine shapes and strokes. But while I kept working on it I took a note on the fact how I wasn't able to capture the character of the Casa Borrell and the pattern design didn't really feel right. I realized that the pattern design seemed very old fashioned and too detailed for a clean, modern look I was trying to achieve.

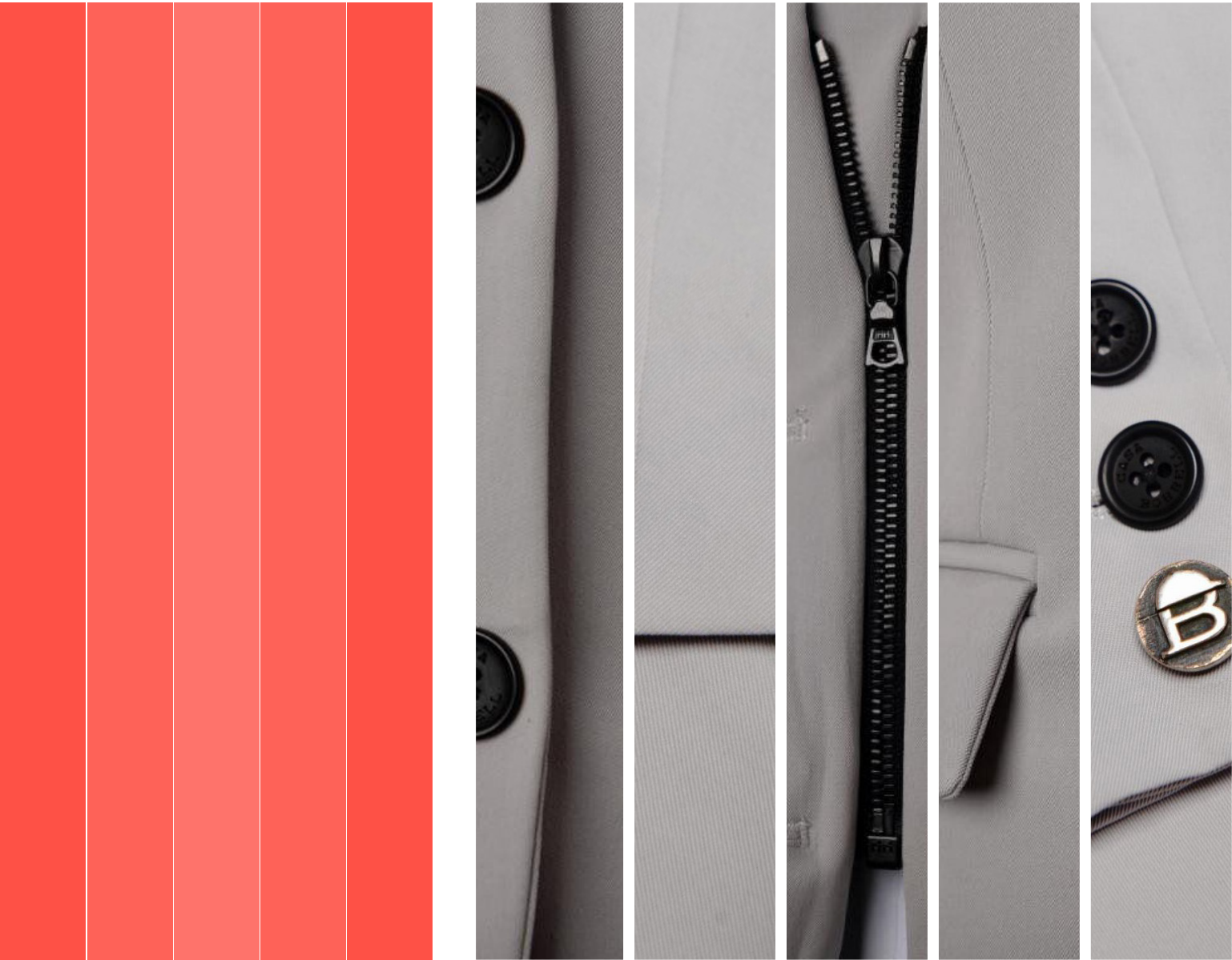
I threw all my pattern work to the trash and started doing research on Pinterest to find out what I could do instead of the pattern. Color-blocking caught my eye - I liked the way how you could use different kind of blocks to bring color and tension to the layout. It enabled the pictures and texts to be placed in a more creative way yet keeping the look hazard free, fresh and modern. I made a moodboard out of the examples I took a liking on and tried out a few different ways of using the color-blocking to create a gradient effect as well as using the block idea on the images.

I found the wide possibilities of the technique and decided it would be used on the visual look instead of any other patterns or graphical elements. Later on patterns could be designed and used for certain products if needed.



Element sketching Kymäläinen 2018.





5.7 Imagery

Images are a huge part of branding especially with a clothing brand. Websites, advertisement, catalogue - they would be nothing with quality images of the products. It is important that the images don't only show the products but also supports the brand identity and tells the brand story. Because I want to emphasize the personal brands in Casa Borrell's branding it is important that the founder and designer Saori Tsuda as well as the brand ambassadors will be introduced on the websites. Not only will it create a connection with the customer but also make the ambassadors feel important and appreciated. When they feel like what they do really matters they will take their job seriously and concentrate on their appearance.

I present the guidelines for shooting portraits of the personal brands. I wanted all the portraits to be similar and easy to take anywhere, whenever needed since it is difficult to get all the ambassadors all over the world in to a photoshoot at the same time. The simple look of the images also continues the modern, fresh look of the brand. I wanted to create a contrast of the posed shots and accidental shots to keep the feel genuine and welcoming. Every person would be having two images on the site. They can be next to each other or for example on the website when bringing the mouse over the image it can change from posed to "the blooper shot."

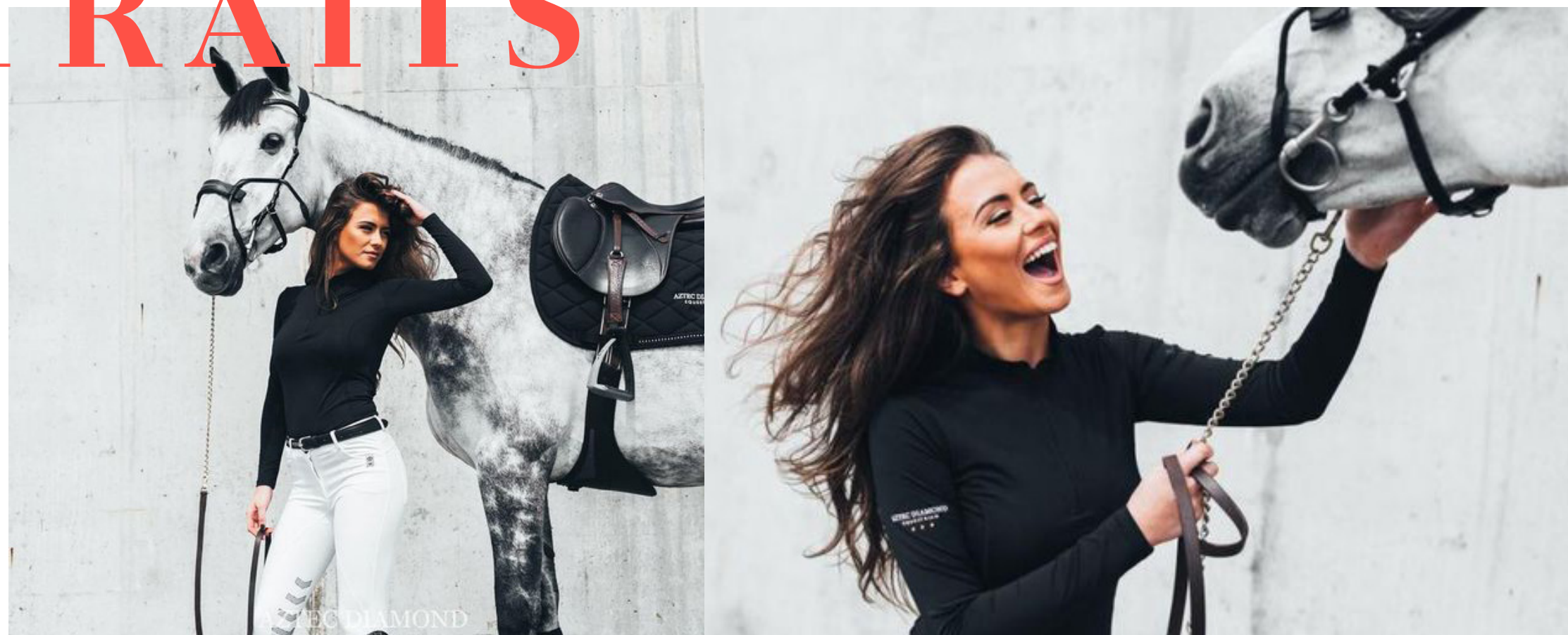
I am also presenting examples of product photoshoots: in studio as well as in an outdoor venue. I wanted to combine the traditional equestrian way of photographing with the high fashion. The quality and poses imitate the high fashion, as well as bringing props to the photoshoot instead of only photographing in a very neutral environment with a horse.

Equestrian images are often very light or instead very dark, and the color scheme is very natural. With bringing the brands' bright colors to the product images they will instantly stand out from other equestrian images out there and feel like something that hasn't been repeated all over again.

PORTRAITS

Portrait moodboard.

The portrait style is used for example when photographing designer and brand ambassador images. The images should be fresh and simple to maintain the modern look of the brand. I want to portrait the bubbly side of the brand by not only showing the cool, very posed shots but also the “failed” shots where the person is out of the character and showing a glimpse of the real personality. This kind of contrast makes the feel of the images light and the person in the picture seem easy to approach, enabling an emotional connection to be formed with the target audience.

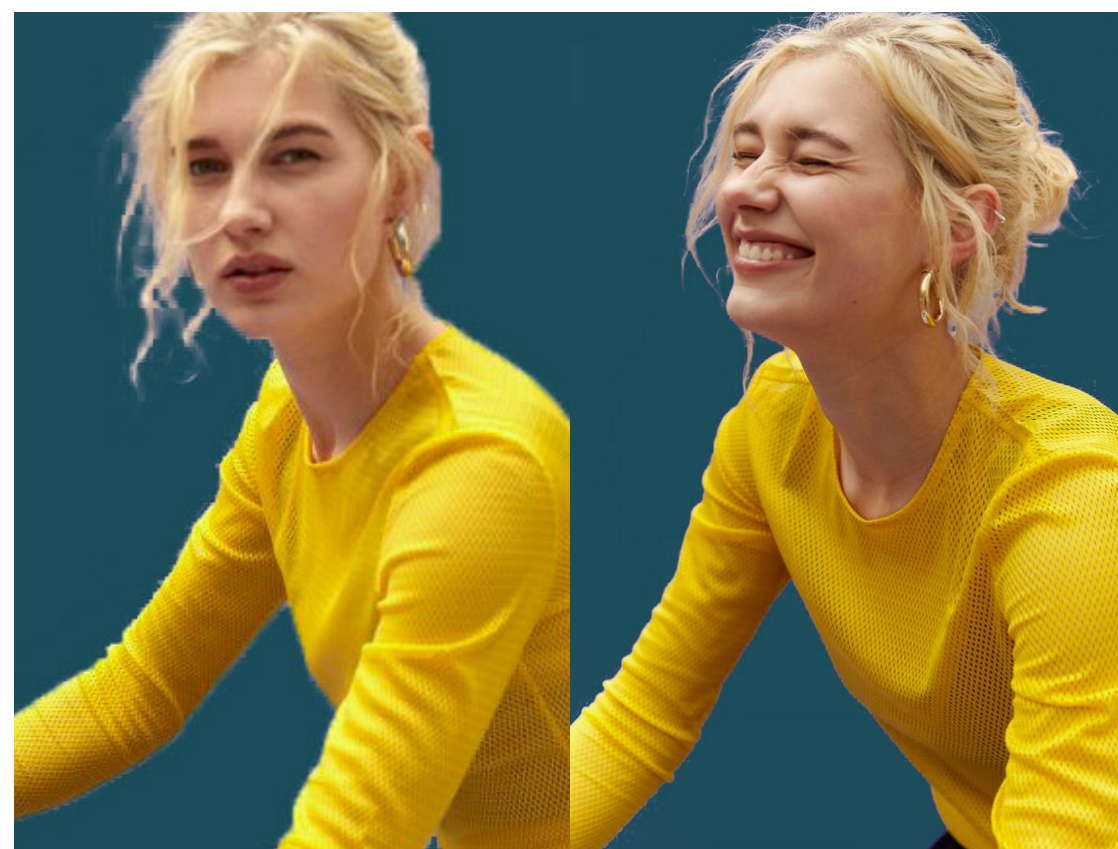


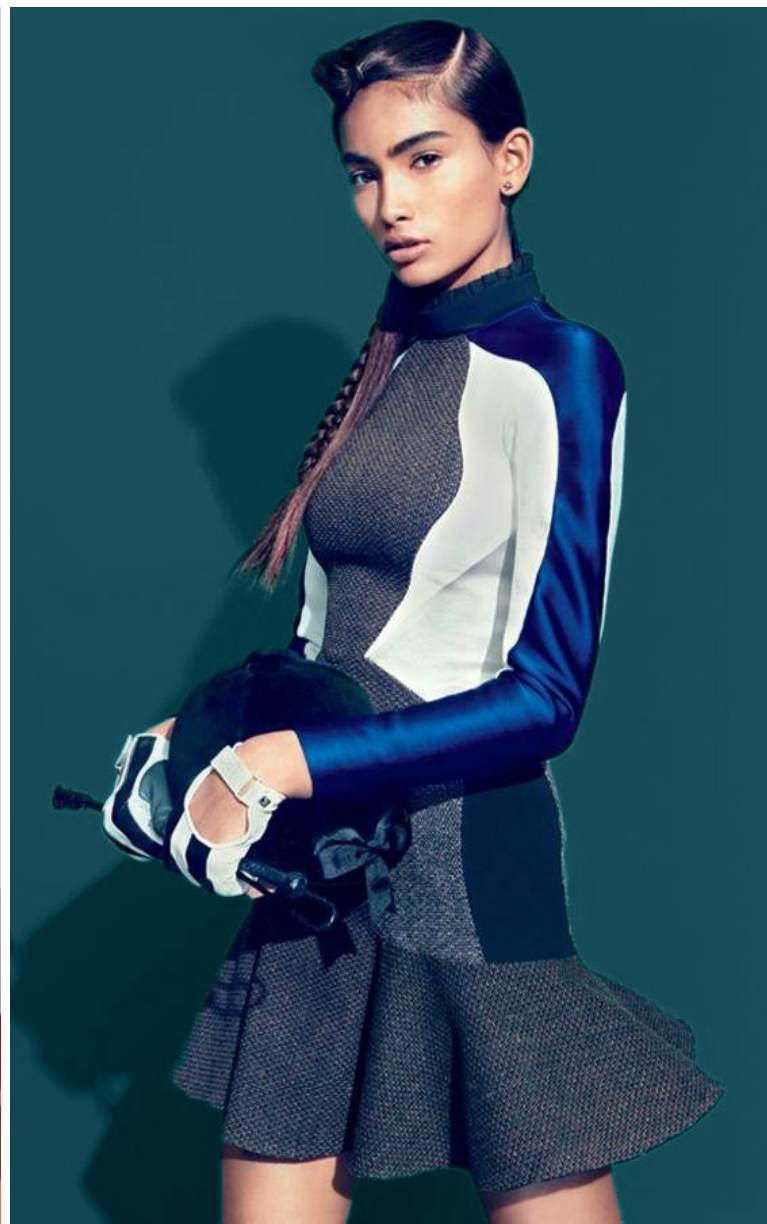
Simple

Fun

Cool

Colorful





Studio setting moodboard.

STUDIO SETTING

The competition garments are often tame in color which gives a great opportunity in studio settings to bring out large surfaces of color in the backgrounds and floorings. It will make the images interesting, eye-catching and the products to pop out. If more neutral feel is wanted, or if the garment itself is very colorful or detailed, the backgrounds can be white or light gray while the color can

be brought to with small accessories and props. This will give the product more space and prevents it from blending in with the background. Lighter images are a needed addition to the collection of bold and colorful images, keeping the overall look of the photoshoot fresh.

OUTDOOR SETTING

When shooting outdoors at the stable or manage for example the brand look can be brought in with colorful surfaces or sheets. They should be used in a way that it doesn't block the whole background of the venue but instead brings a clean background for the garment to be shown against and to bring an interesting element to the otherwise common

venue. This will give the photoshoot a high fashion aspect without alienating it totally from the equestrian lifestyle. The sheets and tiles are easy to use also with horses and can be reused in other photoshoots or at pop-up store.

Outdoor setting moodboard.



6.0 Final words

6.1 Final result evaluation

The subject on my thesis was very interesting which made the project pleasant to work on. I am very pleased with the final result I was able to deliver my client. One of my goals was to define Casa Borrell's brand. It was before very scattered and didn't have clear guidelines to follow. There was a lot of great elements already in the brand that just needed to be organized and highlighted. I think I did a great job on defining what Casa Borrell is and build a interesting and well functioning brand strategy which was also one of my goals.

My main challenge in the design task was to create Casa Borrell a outstanding and modern visual look that supports the brand strategy I have build. I wanted the look to be fresh and bubbly, appealing to the younger as well as a bit older audience. I feel the identity I have made is fresh and stands well out from the competition without being too alienated from the equestrian world.

My client was hoping Casa Borrell to become "The Victoria's Secret of the equestrian world" which is why I tried to combine the high fashion style with the equestrian style. In my opinion it worked out well - I managed to update the equestrian look with high fashion aspect bringing these two elements together in harmony. This will make the transition smooth if in the future the brand wants to expands to

everyday fashion. I am confident that the logo I have designed for Casa Borrell will also work well with any kind of fashion. The visual identity works well long-term since it is not strongly tied to any current trend, it is easy to apply to different designs and it can be effortlessly modified to fit any era or new trend with small changes without straying away too much from the original look.

I managed to meet all the goals I set in the beginning of the project but coming closer to the end I started to hope I would have had more time to concentrate on the website design - how the visual look would be used there and had more specific instructions how the personal brands would be introduced, not only the portrait instructions. Luckily I am still continuing my cooperation with my client after handing in my thesis.

6.2 Process evaluation

This project has been very educating. This has been the largest project I have worked on so far and the widest research I have made. It was very interesting to be able to be in charge of every aspect of the visual identity as well as brand strategy. The process was quite painless after figuring out the subject and how to connect it to the clear idea of the design task that I had in mind. Once it was set things started to run their course quite easily. I found writing easy and the design task pleasant to work on.

Being in charge of my own timetable and leading the client was what I found the most challenging. Because the client gave me very free hands and didn't have strong opinions on the materials and decision I made during the design process it made me sometimes concerned if I was doing well enough and scared I would make wrong decisions. Consulting my counselors, opponent as well as close friends helped me to overcome these problems and now at the end of the project I am proudly standing behind my decisions.

What was surprising was how difficult it was to find a perfect typeface for the logo design and how long it could take. It took way more time than I had planned to use on it and at some point I was feeling almost defeated but I did not give up and managed to find the font that in my opinion works well and projects well the personality of Casa Borrell.

6.3 Acknowledgments

Thanks to my client Saori Tsuda for the opportunity and challenge, my counselors Helmi Honkonen and Noora Nylander for the guidance and insight, as well as my opponent Pamela Komppa for all the help through this process.

Thanks to all my classmates for great four years of studying and for the thesis peer-support.

Last but not least, thanks to my mental supporters Kati Määttä, Pinja Piipponen and Jenna Virrankari. Talking to you have cleared my thoughts and you have helped me find new aspects throughout the process.

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List of figures

Illustrations

Illustration 1: **Pixabay** (<https://pixabay.com/fi/siluetti-keskin%C3%A4isen-yhdess%C3%A4-3131507/>) & **IconsPng** (<https://www.iconspng.com/image/73544/human-family>) modified by Kymäläinen, S; 2018.

Illustration 2: **IconsPng** (<https://www.iconspng.com/image/73544/human-family>) modified by Kymäläinen, S; 2018.

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Image 1

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Customer profile 1 - Instagram 2018

@jessmendozashowjumper:
<https://www.instagram.com/p/BPp3wYtAwGX/?taken-by=jessmendozashowjumper>
<https://www.instagram.com/p/BMyzOPMA2vu/?taken-by=jessmendozashowjumper>

@nf_style
https://www.instagram.com/p/BWn_69Hjj2r/?taken-by=nf_style
https://www.instagram.com/p/BLuSSYaAU7Z/?taken-by=nf_style
<https://nfstyle.com/mary-kate-olsen-equestrian-show-jumping/>

@zoeconter
<https://www.instagram.com/p/BX06XJOBUWH/?taken-by=zoeconter>

@emilymoffittofficial
<https://www.instagram.com/p/Bb-NVWQHvml/?taken-by=emilymoffittofficial>
https://www.instagram.com/p/BaE-wt_nUW7/?taken-by=emilymoffittofficial
<https://www.instagram.com/p/BVDeCj9A3-R/?taken-by=emilymoffittofficial>
<https://www.instagram.com/p/BBoKwTNtpEm/?taken-by=emilymoffittofficial>

Customer profile 2 - Instagram 2018

@jessmendozashowjumper:
https://www.instagram.com/p/BSTtpmGA_3N/?taken-by=jessmendozashowjumper
<https://www.instagram.com/p/BVwlshyg2r6/?taken-by=jessmendozashowjumper>
<https://www.instagram.com/p/BVwlshyg2r6/?taken-by=jessmendozashowjumper>

@nf_style
https://www.instagram.com/p/BPnNGcqA_sH/?taken-by=nf_style
https://www.instagram.com/p/BPljAs9gqTh/?taken-by=nf_style
https://www.instagram.com/p/BSJtQFbjeMf/?taken-by=nf_style
https://www.instagram.com/p/BUIT9X-jcwy/?taken-by=nf_style
https://www.instagram.com/p/BcLKWyeHyWA/?taken-by=nf_style
https://www.instagram.com/p/BCDI sapNbro/?taken-by=nf_style

@Equestrian_style_magazine
<https://www.instagram.com/p/BBoKwTNtpEm/?taken-by=emilymoffittofficial>

Social media images 1-3

Image 1: **Donna DeMari 2016** (<https://eqliving.com/the-year-in-pictures-2017/>)

Image 2: **Casa Borrell 2018.** Provided by the client.

Image 3: **Markus Spiske** (<https://www.pexels.com/photo/fence-jump-horse-drop-93489/>)

Moodboard Modern

Pinterest 2018
<https://fi.pinterest.com/pin/411305378462943588/>
https://fi.pinterest.com/pin/ATy5kYWdvEav7BWLD_ExFDpx0W_WBY7AtHLsp9Vrq7AwV-5qFk5XcgE/
<https://www.pinterest.es/pin/268456827768805255/>
<https://fi.pinterest.com/pin/643451865484099285/>
<https://fi.pinterest.com/pin/817051557368951804/>
<https://fi.pinterest.com/pin/161214861644021590/>
<https://fi.pinterest.com/pin/293578469437054065/>

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Unknown
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<https://www.teenvogue.com/gallery/equestrian-fashion>

Moodboard Classic

Pinterest 2018
<https://fi.pinterest.com/pin/666532813574182255/>
<https://fi.pinterest.com/pin/666532813574181811/>
<https://fi.pinterest.com/pin/666532813574181783/>
<https://fi.pinterest.com/pin/666532813574182069/>

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<http://pegasebuzz.com/leblog/2016/12/maud-remy-lonvis-le-monde-d-hermes-allegro-saddle/>

Patricia Urquiola
<https://trendland.com/tierras-imperfect-and-solid/>

Pavins Sellier
<http://www.atelierpravins.fr/produit/licol-haut-de-gamme-cuir-longe/>

Curbed
<https://miami.curbed.com/2013/8/26/10204506/269m-will-buy-you-this-deluxe-horse-farm-in-wellington>

Elements Moodboard

Johnny Hates Jazz
<http://www.wconcept.co.kr/ShopMain/Issue/View.cshtml?tag=01&contentseq=296>

EnvatoMarket
https://graphicriver.net/item/lookbook-template/15315869?ref=ksioks&utm_campaign=buffer&utm_content=buffer6a206&utm_medium=social&utm_source=pinterest.com&clickthrough_id=1228642494&redirect_back=true

Pinterest
<https://fi.pinterest.com/pin/666532813573429024/>
<https://fi.pinterest.com/pin/666532813574046131/>

Portraits Moodboard

Robert Burrowes; 2014
<http://robertburrowes.tumblr.com/post/97644953228/mikka-2?crlt.pid=-camp.qWZBZcbAOHVJ>

Pinterest
<https://fi.pinterest.com/pin/666532813574975810/>
<https://fi.pinterest.com/pin/194147433919309232/>

Roxanne 2016
<http://pegasebuzz.com/leblog/2016/06/aztec-diamond-ss-2016/>

Studio Setting

Sebastian Kim; 2018, modified by Kymäläinen, S. 2018.
<https://www.teenvogue.com/gallery/equestrian-fashion>

Outdoor Setting

Julia Noni; 2015, modified by Kymäläinen, S. 2018.
<https://astairwaytofashion.com/2015/03/10/mixed-message-by-julia-noni-for-neiman-marcus-march-2015/>

Brand inquiry with the client Saori Tsuda:

What is the target group - what kind of people does Casa Borrell try to reach?

Stylish horse women.

What is the location of the target group?

North American and European

What is the most used marketing technique of Casa Borrell?

Social Media

What is the form of the company?

Online ordering and pop up stores

What are the main goals of Casa Borrell?

Main goal is to be the leading equestrian brand. People wanting to buy it not only because of its beautiful designs but also because it's the best quality.

What are the main ethics of Casa Borrell?

We believe in becoming a leading brand but at the same time we have a strong social and environmental responsibility by choosing sustainable materials and factories that put the worker and environment upfront.

Does Casa Borrell want to emphasize the Panamanian aspect and roots?

No

If not what aspect would it like to adduce?

It's more about myself, and my life experiences. I get inspired with experiences, traveling, feelings and things I see. As it is written in my webpage:

“Coming from a multicultural background - Japanese, Spanish and

Panamanian, have given her an incredible edge and exposure. Her passion for the outdoors, art and horses has been instrumental in her quest for perfection and balance; she has used all her influences in all her creative expressions.”

What kind of three words would describe Casa Borrell?

Elegance, comfort, woman power.

What kind of three words would absolutely not describe Casa Borrell?

Cheap, imitation, low quality

If Casa Borrell would be a color what color would it be?

OK this is a tough question! Pink is not my favorite color but I'd say more like a pale/ vintage rose. I don't know why but that's the feeling I get. Maybe cause it's an elegant and feminine color at the same time. Red is my favorite color though!

Which color Casa Borrell most definitely would not be?

Definitely not blue

What is the voice of Casa Borrell?

I would say confidently.

What does a person feel like when they wear Casa Borrell?

Comfort, elegance and that feeling that every piece is well thought to accentuate the woman figure.

What does Casa Borrell's clothes tell about its user to other people?

What dothey think when they see a person wearing it?

OMG She is super cool! (just kidding haha) I'm not sure but that's the vibe

and the movement I want to create with my brand. Kind of a community more than just “a brand”.

What are the brands Casa Borrell identify with?

I admire Stella McCartney. I'm not sure I can identify with them but I love their approach to fashion and sustainability. Another one would be Carolina Herrera and Tory Burch. These are not equestrian brands but I don't relate Casa Borrell to any equestrian brand.

What are the brands Casa Borrell doesn't want to identify with?

Kingsland, Animo.

What are the brands Casa Borrell would like to identify with in the future?

As an exclusive brand for women I always say I would like for it to become the Victorias Secret of the Equestrian World.

Which brand does Casa Borrell see as the biggest competition at the moment?

Charles Ancona mostly because he aims to manufacture show jackets in New York as we also do.